



FREE PROMPT PACK

25 LinkedIn prompts that start *conversations.*

Pulled from the Promptifi library — 2,900+ tested AI workflows for B2B sales reps. These 25 work as one system: turn your profile into a reason to reply, earn the connection and the first message, post content that warms buyers before you ever reach out, and read the quiet signals that tell you who's ready to talk. Paste any prompt into ChatGPT, Claude, or Gemini, fill in the brackets, and run it.

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How to run this pack

- 01 Fill every {bracket} before you run a prompt — the brackets are the fuel. Vague inputs produce vague outputs; two minutes of real context is what separates these from generic advice.
- 02 Chain them. These 25 are one system: the early prompts produce briefs, angles, and evidence the later prompts are built to consume. Watch for the chain references inside each prompt.
- 03 Trust the honesty valves. When a prompt answers WEAK, NO PLAY, or TOO SMALL, that is the prompt working — it just saved you a week of effort on a dead angle.
- 04 These run as-is in ChatGPT, Claude, or Gemini. Paste the whole prompt, brackets filled, and hold the model to the output format it specifies.



SECTION 01 / 05

Profile as landing page

Buyers check your profile before they answer your message. These five turn it from a résumé into a reason to reply — build prompt 01 first; the rest of the pack reads from it.

PROMPT 01 · PROFILE AS LANDING PAGE

The positioning brief

Most reps write their profile and messages for the whole market, so they land with no one in particular. This brief forces the one buyer, one value angle, and provable proof that every later prompt reads from — get it wrong and the whole pack inherits the blur.

You are an elite B2B positioning strategist with deep expertise in translating a seller's offer into a buyer's language — you know a rep who can't say who they help and why it matters in one breath will lose every message that follows.

Inputs — What I sell, plainly: {two sentences}. Who I sell to: {titles, company size, industry}. The problem I solve better than the alternatives: {honest answer}. Proof I can point to: {customers, numbers, outcomes — or NONE}.

Method: (1) Name my single sharpest buyer — not the whole market, the one persona who feels the pain most and can act on it — because a profile written for everyone reads to no one. (2) Write my one-line value angle in the buyer's words, not my product's: what changes for them, not what my tool does. (3) Extract my three strongest proof points, ranked by how much a skeptic would trust them, and flag any that are only claims. (4) List the three phrases this buyer uses for their problem that I should echo across profile, requests, and posts.

Constraints: no feature lists, no adjectives I can't prove. If my proof is all claims and no evidence, say THIN PROOF and tell me the one number I need to go get.

Output: the sharp buyer, the value angle, the ranked proof, the three echo phrases — a brief I paste into every prompt that follows.

Run this first — every connection request, DM, and post in this pack reads from its output.

PRO MOVE Rewrite the brief each quarter as your proof points grow; the sharper it gets, the less work every downstream prompt has to do.



PROMPT 02 · PROFILE AS LANDING PAGE

The headline rewrite

The headline shows under your name in every search, comment, and request, yet most reps waste it restating their job title. Leading with the buyer's outcome instead turns a passive label into the one line that earns the click.

You are an elite LinkedIn profile copywriter with deep expertise in the 220-character headline — the one line that shows under your name in every search, comment, and connection request, and the only copy most buyers ever read.

Inputs — My current headline: {paste it}. The positioning brief: {paste from prompt 01}. My real job title: {title}.

Method: (1) Diagnose what my current headline does for a buyer skimming a feed — if it only states my role and employer, it does nothing; say so plainly. (2) Write three headline options that lead with the buyer's outcome, not my title: one crisp, one specific with a number, one that names the persona I serve. (3) For each, keep my title present but subordinate, because search and credibility still need it. (4) Stress-test each against the search terms my buyer actually types, so I appear when they look.

Constraints: no buzzwords, no 'helping companies' filler, no stacked pipes with ten keywords. Under 220 characters each. If my role genuinely is the value here, say TITLE IS THE HOOK and sharpen that instead.

Output: the diagnosis, three headline options with the tradeoff of each, the one you'd ship and why.

Run it when your headline still reads like a job title instead of a promise.

PRO MOVE Test a headline for two weeks and watch whether profile views from your target titles rise before you lock it in.



PROMPT 03 · PROFILE AS LANDING PAGE

The about-section story

Buyers decide whether to expand your About from the first two lines, and a bio that opens with your history loses them there. Opening on their problem makes the click to read more feel like self-interest.

You are an elite narrative copywriter with deep expertise in the LinkedIn About section — you know the first two lines decide whether a buyer clicks 'see more,' and that most reps waste them on where they went to college.

Inputs — My current About: {paste, or NONE}. The positioning brief: {paste from prompt 01}. The buyer I most want reading this: {persona}.

Method: (1) Write the opening two lines as a hook aimed at the buyer's problem, not my history — a tension they recognize, so the click to expand feels like self-interest. (2) Build the middle as a short story of who I help and what changes, using the echo phrases from prompt 01, in first person and plain speech. (3) Place the proof where doubt peaks — one ranked point from the brief, stated as evidence, not boast. (4) Close with a low-friction invitation to talk that does not beg or hard-sell.

Constraints: no third-person bio voice, no mission-statement abstractions, no walls of text — short paragraphs a phone can read. If I have no story yet, say NO STORY and give me the three questions that surface one.

Output: the two-line hook, the story body, the placed proof, the closing invitation.

Run it when your About reads like a bio and not a conversation opener.

PRO MOVE Reread your opening two lines on a phone, not a laptop — that truncated preview is what buyers actually judge.



PROMPT 04 · PROFILE AS LANDING PAGE

The featured-section curator

A warming buyer scrolls to your Featured shelf looking for proof you're worth a reply, and most reps leave it empty or crowded. A short, ordered shelf that walks hook to proof to next step does the convincing while you sleep.

You are an elite content curator with deep expertise in the LinkedIn Featured section — the shelf directly under your About where a warming buyer looks for proof that you're worth a reply.

Inputs — What I could feature: {posts, case studies, a lead magnet, a booking link, articles — list what exists}. The positioning brief: {paste from prompt 01}. The action I most want a visitor to take: {book, subscribe, read, reply}.

Method: (1) Choose the three to five items that move a buyer from curious to convinced, ordered by the journey — hook first, proof second, a next step last. (2) For each, write the one-line caption that tells a skimming buyer why to click, in their language. (3) Name the single item that should point at my desired action, and make its caption a soft call. (4) Flag any gap where I have nothing to feature for a stage of the journey, and tell me what to make first.

Constraints: no more than five items — a crowded shelf is an ignored shelf. Nothing featured that I can't stand behind. If I have nothing worth featuring yet, say EMPTY SHELF and prioritize the first asset to build.

Output: the ordered picks with captions, the action item, the gap to fill.

Run it when a curious buyer lands on your profile and finds nothing to click.

PRO MOVE Point exactly one featured item at your desired action; a shelf with five calls to act is a shelf with none.



PROMPT 05 · PROFILE AS LANDING PAGE

The profile buyer-audit

Reps judge their own profile as its author, not as the skeptical buyer deciding in eight seconds whether to reply. Seeing it react in a buyer's voice surfaces the one weak element you've gone blind to.

You are a skeptical {job title} at a {company size} {industry} company with deep expertise in ignoring salespeople — you just got a connection request and you're deciding, in eight seconds on your phone, whether this rep is worth your attention.

Inputs — My profile, section by section: {paste headline, About, Featured, recent activity}. The positioning brief: {paste from prompt 01}. Who I'm about to reach out to: {persona}.

Method: (1) React in character to each section: what makes you trust this rep, what makes you close the tab, quoting the exact words that trigger each. (2) Score the profile 1–10 on whether you'd accept the request and reply to a message, with one line of buyer reasoning. (3) Name the single weakest element dragging the score down — the one fix that would move you most. (4) Break character and give me that fix concretely, tied to the brief.

Constraints: stay a real buyer, not a helpful coach, until step four — flattery teaches me nothing. If the profile is genuinely strong, say IT HOLDS and score it honestly high.

Output: the in-character reactions with quotes, the score, the weakest element, the single fix.

Run it before any outreach push — see your profile the way a skeptical buyer will.

PRO MOVE Run this audit before every outreach push, not once — the profile that converted last quarter's buyer may miss this one.



SECTION 02 / 05

Connection requests that convert

A connection request is a first impression with a 300-character ceiling. These five earn the accept without the pitch that gets you ignored.

PROMPT 06 · CONNECTION REQUESTS THAT CONVERT

The connection-request writer

A request that reads like the opening of a pitch gets accepted and instantly forgotten, which is worse than a decline because you spent the opening. A note that earns curiosity instead buys the reply the accept alone never does.

You are an elite LinkedIn outreach writer with deep expertise in the 300-character connection note — you know a request that smells like a pitch gets accepted and forgotten, and a request that earns curiosity gets a reply.

Inputs — Who I'm reaching: {name, title, company}. Why them specifically: {the real reason — a post, a trigger, a mutual, a fit}. The positioning brief: {paste from prompt 01}. Note or noteless: {decide with prompt 08 if unsure}.

Method: (1) Open with the specific reason I'm reaching them — proof I looked, not a mail-merge token — because generic requests train buyers to decline. (2) Give one line of relevance from the brief in their language, no product name, no ask. (3) Close warm and open — a reason to accept, not a meeting request in disguise. (4) Cut every word that makes it feel like the start of a sequence.

Constraints: under 300 characters, one idea only, zero pitch, zero 'I'd love to pick your brain.' If I have no specific reason to reach this person, say NO REASON and tell me what to find before I send.

Output: the request note, plus a noteless-versus-note recommendation for this exact contact.

Run it for any request where you want the accept and the memory, not just the accept.

PRO MOVE Save your three best-performing requests as patterns, then rebuild each around a new specific reason rather than reusing the words.



PROMPT 07 · CONNECTION REQUESTS THAT CONVERT

The trigger-based connect

The same request ignored on a random Tuesday gets accepted the week a buyer changes jobs or ships a launch, because timing creates a reason to care. The trap is confusing a reason for you to reach out with a reason for them to reply.

You are an elite timing strategist with deep expertise in trigger-based outreach — you know the same request that gets ignored on a random Tuesday gets accepted the week a buyer changes jobs, raises a round, or ships a launch.

Inputs — The trigger: {new role, funding, hire, product launch, post, earnings — what happened}. Who I'm reaching and their link to it: {name, title, how they're involved}. The positioning brief: {paste from prompt 01}.

Method: (1) Judge whether this trigger actually creates a reason for them to care now, or just a reason for me to reach out — the two are different, and only the first earns a reply. (2) Connect the trigger to the problem I solve in one honest line, without forcing it. (3) Write the request that references the trigger as genuine interest, not as a hook I'm obviously exploiting. (4)

Time it: name the window when this trigger is still fresh enough to mention.

Constraints: no hollow congratulations, no 'saw the news, let's chat.' If the trigger doesn't honestly connect to what I sell, say NO CONNECTION and tell me to wait for a better one.

Output: the relevance judgment, the connecting line, the request note, the timing window.

Run it when something just happened at their company worth reaching out about.

PRO MOVE Set saved searches or alerts on your accounts' triggers so you reach out inside the fresh window, not weeks after the news cooled.



PROMPT 08 · CONNECTION REQUESTS THAT CONVERT

The note-or-noteless call

Reps pick note or noteless by habit, but the right choice swings accept rate and shapes how hard your first message has to work. Cold senior buyers often accept faster with no note, while warm or referred contacts reward one that names the tie.

You are an elite outreach tactician with deep expertise in a debate most reps get wrong — whether a connection request should carry a note — because sometimes the note lowers the accept rate and sometimes silence wastes the opening.

Inputs — The contact: {title, seniority, how warm}. How I found them: {search, post, mutual, event, referral}. My goal after they accept: {DM, nurture, just be in-network}. The positioning brief: {paste from prompt 01}.

Method: (1) Read the accept-rate factors: cold senior buyers often accept faster noteless, while warm or referred contacts reward a note that names the tie. (2) Weigh the memory factor: noteless gets the accept but no context, so my first DM does all the work — decide whether that's fine here. (3) Make the call for this exact contact with one line of reasoning. (4) Whichever way it goes, hand me the next move: the note to send now, or the opening DM to send after a noteless accept.

Constraints: no blanket rule — the answer depends on this contact. If it's a coin-flip, say TOSS-UP and default to the option that keeps my follow-up strongest.

Output: the factor read, the recommendation with reasoning, the ready-to-send next move.

Run it when you're unsure whether to attach a note to a request at all.

PRO MOVE Track accept rates for noted versus noteless requests by seniority for a month; your own data beats every blanket rule online.



PROMPT 09 · CONNECTION REQUESTS THAT CONVERT

The mutual-ground opener

A shared group, event, or mutual connection turns a cold request warm, but only if you name it without obviously milking it. A close mutual is real currency; a loose group overlap is a light touch you shouldn't overspend.

You are an elite rapport strategist with deep expertise in common ground — you know a shared group, alma mater, event, or mutual connection turns a cold request into a warm one, but only if it's named without being milked.

Inputs — The shared ground: {group, event, mutual contact, school, interest}. The contact: {name, title}. How real the connection is: {close mutual, loose overlap — be honest}. The positioning brief: {paste from prompt 01}.

Method: (1) Rate how much weight the shared ground can actually carry — a close mutual is currency, a loose group overlap is a light touch — and calibrate the ask to it. (2) Name the common ground naturally, the way one human mentions it to another, not as a pretext I'm obviously using. (3) If a mutual connection is strong, decide whether an intro beats a direct request and tell me which to pursue. (4) Write the request that leads with the tie and keeps the rest light.

Constraints: never name-drop a mutual I barely know — a buyer will check. No 'we're both in the same group, so let's connect.' If the shared ground is too thin to mention, say TOO THIN and route me back to the trigger connect (prompt 07).

Output: the weight rating, the intro-versus-direct call, the request note.

Run it when you share a group, event, connection, or interest worth naming.

PRO MOVE When the mutual is strong, ask for the warm intro instead of sending your own request — a forwarded vouch outperforms anything you write yourself.



PROMPT 10 · CONNECTION REQUESTS THAT CONVERT

The dormant-contact revival

A connection who accepted months ago and went quiet is a cold asset you already paid to acquire, and 'just circling back' reminds them you were never memorable. A genuine change on their side or a new angle on yours earns the reappearance instead.

You are an elite relationship reviver with deep expertise in the dormant LinkedIn connection — someone who accepted you once, never engaged, and now sits in your network as a cold asset you already paid to acquire.

Inputs — The contact and when we connected: {name, title, roughly how long ago}. Any prior interaction: {a DM, a comment, nothing}. What's changed since — for them or for me: {new role, new offer, a post of theirs — or NONE}. The positioning brief: {paste from prompt 01}.

Method: (1) Find the honest reason to reappear now — a change on their side or a genuinely new angle on mine — because 'just circling back' reminds them you were never worth remembering. (2) Write the re-opener that acknowledges the gap lightly without apologizing for existing. (3) Lead with something useful or relevant to them, no ask, because the first move after silence buys the right to a second. (4) Set the follow-up: if this lands nothing, the one more touch before I let it rest.

Constraints: no guilt, no 'you probably don't remember me,' no pretending we had a relationship we didn't. If there's genuinely nothing new to say, say NOTHING NEW and tell me to wait for a real reason.

Output: the reason to reappear, the re-opener, the useful lead, the one follow-up.

Run it on a connection who accepted months ago and then went quiet.

PRO MOVE Sweep your dormant connections quarterly against a fresh offer or their recent moves; the cheapest pipeline is the network you already have.



SECTION 03 / 05

DM sequences

The DM is where a connection becomes a conversation or a dead contact. These five open, sustain, and convert without the pitch-slap that gets you muted.

PROMPT 11 · DM SEQUENCES

The first-message architect

The 'thanks for connecting, here's what we do' pitch-slap is why most reps' inboxes go silent right after the accept. A first message with zero ask and one answerable question keeps the thread alive long enough to matter.

You are an elite conversation opener with deep expertise in the first LinkedIn DM after an accept — you know the pitch-slap, the 'thanks for connecting, here's what we do,' is why most reps' inboxes go silent, and that the opposite move wins.

Inputs — Who accepted and the context of the connect: {name, title, why we connected — paste from prompt 06 if used}. The positioning brief: {paste from prompt 01}. What I ultimately want from this thread: {meeting, referral, nurture}.

Method: (1) Open with zero ask — reference why we connected or something specific to them, so the first message reads as human, not as the start of a funnel. (2) Plant one line of curiosity about their world tied to the problem I solve, framed as interest, not as a lead-in to a demo. (3) End with a light, answerable question — because a question they can reply to in one line keeps the thread alive. (4) Explicitly hold the pitch for later and tell me which future message it belongs in.

Constraints: no product name in message one, no calendar link, no 'quick 15 minutes.' Under 60 words. If there's no genuine reason to open the thread, say NO OPENER and tell me to nurture with content first.

Output: the first message, the curiosity line, the answerable question, where the pitch goes later.

Run it on the message you send right after a connection accepts — the one that sets the tone.

PRO MOVE Hold your product name out of message one entirely; the moment a buyer smells the funnel, the thread cools.



PROMPT 12 · DM SEQUENCES

The multi-touch DM sequence

The deal is won across several messages of earned attention, not one, yet reps either pitch on touch one or vanish after it. Spacing four touches with distinct jobs — open, give, connect, ask — lets warmth build before the ask lands.

You are an elite sequence designer with deep expertise in the multi-touch LinkedIn DM thread — you know the deal is won across four messages of earned attention, not one, and that each touch must survive being read with no memory of the last.

Inputs — The contact and where we stand: {name, title, what's been said}. The opening message: {paste from prompt 11}. The value I can offer along the way: {insight, resource, intro — list what's real}. My goal and timeline: {meeting by when}.

Method: (1) Map four touches spaced over two to three weeks, each with a distinct job: open, give value, connect value to their problem, then ask — because asking before earning is why threads die. (2) Write each message short and standalone, no 'just following up,' no re-pitching the last one. (3) Put the meeting ask only in touch four, framed around their interest, calibrated by whatever engagement the earlier touches earned. (4) Build the branch: if they engage early, how I compress the sequence; if silent, the graceful last touch.

Constraints: never send the next touch as if the last was ignored on purpose. If the contact hasn't shown a flicker of interest by touch three, say COLD and tell me to stop and nurture instead.

Output: the four touches in full with spacing, the early-engagement branch, the graceful exit.

Run it when one message won't do it — you need a patient thread, not a pitch.

PRO MOVE Write all four touches at once so the arc is coherent, but send each live so you can compress the moment a buyer engages early.



PROMPT 13 · DM SEQUENCES

The value-first drop

The fastest way to earn a reply later is to give something useful now with nothing attached, so the next message doesn't start from zero. Specificity is the whole trick — a repurposed brochure proves you didn't pay attention.

You are an elite reciprocity strategist with deep expertise in the no-ask value DM — you know the fastest way to earn a buyer's reply later is to give them something useful now, with nothing attached, so the next message isn't starting from zero.

Inputs — The contact: {name, title, what they care about publicly}. What I could genuinely offer: {a relevant insight, a benchmark, an intro, a resource — or NONE}. The positioning brief: {paste from prompt 01}.

Method: (1) Pick the one piece of value that's actually useful to this specific person, not a repurposed brochure — specificity is what proves I paid attention. (2) Write the message that gives it plainly and closes, with no ask, no link to a demo, no 'by the way.' (3) Make the value connect loosely to the problem I solve, so the door is open later without me pushing on it now. (4) Log the touch: note what I gave, so the next message builds on it instead of repeating.

Constraints: the value must cost them nothing to receive and me something real to give. No hollow generosity that's obviously a setup. If I have nothing genuinely useful for this person, say NO VALUE YET and tell me what to learn about them first.

Output: the value-first message, the loose connection to my problem, the note to log for next time.

Run it when you want to warm a contact without asking for anything at all.

PRO MOVE Log what you gave each contact so the follow-up builds on it; reciprocity compounds only if you remember what you spent.



PROMPT 14 · DM SEQUENCES

The meeting-ask calibrator

Asking for the meeting too early kills a warm contact and too late lets them cool, and the timing signal is already in what they've given you. A one-word reply is not a green light; a question about your world is.

You are an elite timing judge with deep expertise in the meeting ask inside a DM thread — you know asking too early kills a warm contact and asking too late lets them cool, and that the signal for timing is in what they've already given you.

Inputs — The full thread: {paste the exchange}. What they've done: {replied fast, asked a question, engaged with a post, gone quiet}. My goal: {call, demo, intro}. The positioning brief: {paste from prompt 01}.

Method: (1) Read the warmth signals honestly — a one-word reply is not a green light, a question about my world is — and rate readiness to be asked. (2) If ready: write the ask framed around their stated interest, low-friction, with a specific reason a call beats more messages. (3) If not ready: write the one more value touch that earns the right to ask, and name the signal to wait for. (4) Give the ask a graceful floor — an answer they can give that isn't yes but keeps the thread alive.

Constraints: no 'quick call?' with no reason, no calendar link dropped cold. If the thread shows no warmth at all, say NOT WARM YET and hold the ask.

Output: the readiness rating, the calibrated ask or the value touch, the graceful floor.

Run it when the thread is warm and you're deciding whether it's time to ask.

PRO MOVE Give every ask a graceful floor — a not-yes answer that keeps the thread open — so a premature ask costs you a delay, not the contact.



PROMPT 15 · DM SEQUENCES

The DM objection responder

In text there's no tone to soften a brush-off, so the words carry all the weight and a clumsy reply ends a savable thread. 'Send info' in a DM is usually a polite exit and 'we use someone' is often a door left ajar — the reading decides the reply.

You are an elite written-objection handler with deep expertise in the DM brush-off — you know that in text there's no tone to soften a reply, so the words carry all the weight, and that the wrong reply ends a thread that a right one could have saved.

Inputs — Their message, verbatim: {paste it}. The thread so far: {paste}. What I actually have to offer or send: {be honest}. The positioning brief: {paste from prompt 01}.

Method: (1) Read what the brush-off really means in this channel — 'send info' in a DM is usually a polite exit, 'we use someone' is often a door left ajar — and name the reading. (2) Write the reply that agrees first and keeps the thread open, matching the buyer's brevity because a paragraph answering a one-liner reeks of desperation. (3) Fold in one light question that turns the brush-off into a micro-conversation, not a pitch. (4) Set the exit: if this reply lands nothing, the graceful way to leave the door open.

Constraints: match their length, never argue in text, never send a wall. If the reply is a genuine hard no, say REAL NO and write the classy close that keeps me first in line later.

Output: the meaning read, the open-keeping reply, the light question, the exit.

Run it when a warm thread hits a 'not now,' 'we use someone,' or 'send info.'

PRO MOVE Match the buyer's message length exactly; a paragraph answering a one-liner reads as desperation in a channel that shows both side by side.



SECTION 04 / 05

Content that builds pipeline

Posts are the outreach that scales — buyers who read you for weeks reply warm. These five turn a blank feed into a reason your pipeline already knows you.

PROMPT 16 · CONTENT THAT BUILDS PIPELINE

The content pillar planner

A rep who posts about a different thing every day builds no recognition, so buyers never learn what to remember them for. Three or four repeated pillars at the intersection of what you know and what your buyer needs are what make the feed do outreach for you.

You are an elite content strategist with deep expertise in B2B thought-leadership pillars — you know a rep who posts about a different thing every day builds no recognition, and that three or four repeated themes are what make a buyer remember who you are.

Inputs — The positioning brief: {paste from prompt 01}. What I actually know that buyers don't: {my real expertise, stories, contrarian takes}. My buyer's questions and pains: {what they'd stop scrolling for}.

Method: (1) Derive three to four content pillars from the intersection of what I know and what my buyer needs — because posting what interests me but not them is a diary, not pipeline. (2) For each pillar, name the buyer it speaks to and the reaction I want (recognition, trust, curiosity to reply). (3) Rank the pillars by which most directly warms people toward my offer, so I weight my calendar toward pipeline, not vanity. (4) Give three specific post angles under each pillar, drawn from real stories or takes, not generic advice.

Constraints: no pillar I can't post about weekly for a quarter. Nothing so broad it says nothing. If my expertise is too thin to fill four pillars, say NARROW IT and give me the two I can own.

Output: the ranked pillars with their buyer and angles — a plan the hook writer (prompt 17) reads from.

Run it before you post anything — random posts build no memory; pillars do.

PRO MOVE Weight your calendar toward the pillar that most directly warms buyers to your offer, not the one that's most fun to write.



PROMPT 17 · CONTENT THAT BUILDS PIPELINE

The scroll-stopping hook

The feed truncates after a line or two, so the hook alone decides whether the rest of a good post is ever read. Most reps bury their sharpest line in paragraph three where no scrolling buyer will ever reach it.

You are an elite short-form hook writer with deep expertise in the first line of a LinkedIn post — you know the feed truncates after a line or two, so the hook alone decides whether the rest is ever read, and that most reps bury their best line in paragraph three.

Inputs — My post draft or idea: {paste it}. The pillar it belongs to: {pull from prompt 16}. The buyer I want to stop scrolling: {persona}.

Method: (1) Find the most surprising, useful, or contrarian idea buried in my draft — the line that would make this specific buyer pause — and pull it to the front. (2) Write five hook options in different registers: a sharp claim, a specific number, a named mistake, a short story open, and a question that isn't lazy. (3) For each, make sure it can stand alone in the truncated preview and still earn the click to expand. (4) Flag any hook that overpromises what the post delivers, because a hook that writes a check the body can't cash costs trust.

Constraints: no clickbait my post doesn't pay off, no 'Agree?' bait, no manufactured vulnerability. If the underlying idea is genuinely dull, say NO HOOK and tell me the post isn't worth shipping yet.

Output: five hooks with their register, the one you'd ship, the honesty flag on any that overreach.

Run it when your post is good but the first line is letting it die unseen.

PRO MOVE Draft the post first, then mine it for the hook — the best opening line is almost always already written, just in the wrong place.



PROMPT 18 · CONTENT THAT BUILDS PIPELINE

The story post builder

A specific true story about a customer or a lesson outsells any list of tips, because buyers trust narrative over advice and remember it far longer. The move that makes it work is opening at the tension, not the setup, so the hook is built in.

You are an elite business-storytelling writer with deep expertise in the LinkedIn story post — you know a specific true story about a customer or a lesson outsells any list of tips, because buyers trust narrative over advice and remember it longer.

Inputs — The raw story: {what happened — a deal, a mistake, a customer outcome, a lesson}. The pillar it serves: {pull from prompt 16}. The point I want a buyer to take: {one sentence}.

Method: (1) Find the tension — the moment of stakes, conflict, or surprise — because a story without tension is a status update, and structure the post around it. (2) Open at the tension, not the setup, so the hook is inherent, then walk the arc plainly in short lines a phone reads easily. (3) Land the lesson as something the buyer can use, not a moral about how good I am — self-congratulation is what makes these posts cringe. (4) Close with a soft opening for replies, not a hard call, so the comments do the selling.

Constraints: true stories only, no invented customers, no numbers I can't stand behind.

Names and details anonymized where needed. If the story has no real tension or point, say FLAT and tell me what's missing.

Output: the structured post, the lesson line, the reply-opening close.

Run it when you have a real deal or lesson worth a post but not the shape.

PRO MOVE Keep a running note of deal moments and lessons as they happen; the best story posts come from a stocked pantry, not a blank page.



PROMPT 19 · CONTENT THAT BUILDS PIPELINE

The comment-magnet post

The feed rewards conversation over likes, and a comment from a buyer is a warm signal a like never is. Agreement earns likes while an honest, defended stance earns the comments that pull warm buyers into view.

You are an elite engagement designer with deep expertise in posts that earn real comments — you know the feed rewards conversation over likes, and that a comment from a buyer is a warm signal a like never is.

Inputs — My topic or draft: {paste}. The pillar it serves: {pull from prompt 16}. The buyers whose comments I actually want: {persona}.

Method: (1) Find the honest point of tension in my topic — a real tradeoff, a disagreement, a mistake most people make — because agreement earns likes and disagreement earns comments. (2) Take a clear stance a thoughtful buyer would want to respond to, without manufacturing outrage or posting a hot take I don't believe. (3) End with a specific, answerable prompt tied to the buyer's experience — not lazy 'thoughts?' bait, a real question worth their time. (4) Plan my own first comment: the reply I'll add to keep the thread going and pull in the buyers who engage.

Constraints: no engagement bait, no 'comment YES,' no fake controversy that costs credibility with the buyers I want. If the topic has no real stance worth defending, say NO STANCE and pick a different angle.

Output: the post with its stance, the answerable prompt, my planned first comment.

Run it when you want reach — comments feed the algorithm and surface warm buyers.

PRO MOVE Plan your own first comment before you post; the reply you add to keep the thread moving is where the buyers who engage get pulled closer.



PROMPT 20 · CONTENT THAT BUILDS PIPELINE

The repurpose engine

A rep's best insight is wasted on a single post, because most strong posts contain five posts compressed into one. Spinning the same core into contrarian, how-to, story, mistake, and data angles builds recognition without a reader feeling looped.

You are an elite content-repurposing strategist with deep expertise in the atomization of one strong idea — you know a rep's best insight is wasted on a single post, and that the same core can feed a month of angles without repeating itself.

Inputs — My best-performing post or richest idea: {paste it}. The pillar it belongs to: {pull from prompt 16}. My posting cadence: {how many times a week}.

Method: (1) Extract the core idea and every sub-point, example, and objection buried inside it — because most single posts contain five posts compressed into one. (2) Spin each into a distinct angle: the contrarian version, the how-to version, the story version, the mistake version, the data version — same idea, different door in. (3) Sequence them across my cadence so the theme repeats enough to build recognition without a reader feeling looped. (4) Flag which angle is strongest for warming buyers toward a reply, so I know which to boost.

Constraints: no copy-paste reposting, no saying the same thing five ways with no new value. If the source idea is too thin to atomize, say ONE POST and tell me not to stretch it.

Output: the extracted core, the angles with their format, the sequence across my cadence, the strongest for pipeline.

Run it when one good idea should be a month of posts, not a single one.

PRO MOVE Feed your best-performing post back through this engine every month; what already earned attention deserves a second and third door in.



SECTION 05 / 05

Reading social signals

Every view, like, and comment is a buyer raising a quiet hand. These five read the signals most reps scroll past — and turn attention into a conversation.

PROMPT 21 · READING SOCIAL SIGNALS

The engagement-signal reader

A like from the right title is worth more than a hundred from the wrong ones, yet most reps never look at who is actually raising a hand. Filtering engagers to real buyers and ranking by signal strength turns passive attention into a work list.

You are an elite signal analyst with deep expertise in reading LinkedIn engagement as buying intent — you know a like from the right title matters more than a hundred from the wrong ones, and that most reps never look at who's raising a hand.

Inputs — Who engaged this week: {names, titles, companies, and how — liked, commented, viewed, followed}. The positioning brief: {paste from prompt 01}. My posts they engaged with: {which ones}.

Method: (1) Filter the noise: separate engagers who match my buyer from the peers, job-seekers, and randoms — because attention from a non-buyer is flattery, not pipeline. (2) Rank the matches by signal strength: a comment on a problem-post outweighs a like on a hiring-post, and repeat engagement outweighs a one-off. (3) For the top handful, read what their specific engagement suggests they care about, drawn from which post and how they responded. (4) Assign each a next move: connect, DM, keep warming with content, or watch.

Constraints: no treating every like as a lead — precision beats volume, and chasing the wrong engagers burns time. If nobody who engaged this week matches my buyer, say NO SIGNAL and tell me to fix targeting or content.

Output: the filtered matches, the ranked signals, what each cares about, the assigned next move.

Run it weekly on who engaged with you — attention is a lead most reps waste.

PRO MOVE Run this every week on a fixed day; engagement signals go cold fast, and a lead you notice a month late is a stranger again.



PROMPT 22 · READING SOCIAL SIGNALS

The profile-view decoder

A view from a target buyer is a hand half-raised — curious enough to look but not ready to speak — and the right nudge converts more of them than reps expect. Opening with 'I saw you viewed my profile' reads as surveillance and kills the opening every time.

You are an elite intent reader with deep expertise in the LinkedIn profile view — you know a view from a target buyer is a hand half-raised, someone curious enough to look but not yet ready to speak, and that the right nudge converts more of them than reps expect.

Inputs — Who viewed me: {names, titles, companies where visible}. Any context: {did I post, did I view them, did we have a thread, is it cold}. The positioning brief: {paste from prompt 01}.

Method: (1) Sort the views by whether they match my buyer and why they might have looked — a view after my post is different from a view out of nowhere. (2) For the target-buyer views, judge the likely reason: reacting to content, checking me after a mutual mentioned me, or evaluating before a reply. (3) Write the light-touch move for each reason — a relevant connect, a value DM, or simply engaging their content first — calibrated so I don't spook a quiet looker. (4) Name which views to ignore, because not every view is a buyer.

Constraints: never open with 'I saw you viewed my profile' — it reads as surveillance and kills the opening. If none of the views are target buyers, say NO INTENT and move on.

Output: the sorted views, the likely reason each, the calibrated move, the ones to ignore.

Run it on the buyers who viewed you but never reached out — quiet interest is still interest.

PRO MOVE Engage a quiet viewer's content before you message them; warming them in public converts better than any DM that references the view.



PROMPT 23 · READING SOCIAL SIGNALS

The warm-lead prioritizer

A rep's scarcest resource is outreach time, and spending it on the loudest signal instead of the warmest one is how a busy week produces no meetings. Scoring every signal on fit and heat, then cutting to real capacity, keeps effort where it pays.

You are an elite pipeline triager with deep expertise in ranking warm LinkedIn signals — you know a rep's scarcest resource is outreach time, and that spending it on the loudest signal instead of the warmest one is how good weeks produce no meetings.

Inputs — My warm signals this week: {engagers from prompt 21, viewers from prompt 22, thread contacts, connection accepts — list them with what they did}. My capacity: {how many real outreaches I can do well}. The positioning brief: {paste from prompt 01}.

Method: (1) Score each signal on two axes: fit to my buyer and heat of the signal — a commenting buyer outranks a viewing stranger, a decision-maker outranks an influencer without budget. (2) Rank into a work order sized to my real capacity, not my wish list, because ten half-efforts lose to three good ones. (3) For each of the top few, name the specific opening move and which prompt in this pack writes it. (4) Put the rest on a watch list with the trigger that would promote them.

Constraints: capacity is a hard cap — a prioritized list I can't work is a to-do guilt pile. If no signal clears the bar for real outreach, say NOTHING HOT and tell me to keep nurturing.

Output: the two-axis scores, the capacity-sized work order, the opening moves, the watch list.

Run it when you have more signals than hours — spend your outreach where it pays.

PRO MOVE Size the work order to the outreach you can do well, not the list you wish you could clear; three good moves beat ten rushed ones.



PROMPT 24 · READING SOCIAL SIGNALS

The comment-to-DM bridge

A buyer who comments has already raised their hand in public, making the move to a private thread the warmest outreach in social selling. The one way to ruin it is jumping straight to DM with a pitch, skipping the trust the comment just offered.

You are an elite conversation converter with deep expertise in turning a public comment into a private thread — you know a buyer who comments has already raised their hand in front of everyone, and that the move from comment to DM is the warmest outreach in social selling if it doesn't feel like a bait-and-switch.

Inputs — Their comment, verbatim: {paste it}. The post they commented on: {topic}.

Who they are: {title, company}. The positioning brief: {paste from prompt 01}.

Method: (1) Reply publicly first — a real response to their point that continues the conversation, because jumping straight to DM skips the trust the comment offered. (2) Judge whether the comment warrants a DM or just more public engagement — a substantive comment invites a thread, a one-word 'great post' does not yet. (3) If it warrants a DM, write the opener that picks up their comment naturally, no pivot to pitch, routed into the first-message architect (prompt 11). (4) Set the pace: how long to let the public thread breathe before the DM.

Constraints: never DM 'thanks for the comment, let me tell you about us.' If the comment is too thin to build on, say TOO THIN and keep it public.

Output: the public reply, the DM-or-not judgment, the DM opener, the timing.

Run it when a buyer comments on your post — the warmest opening you'll get all week.

PRO MOVE Reply publicly and let the thread breathe before you DM; the visible exchange is social proof that warms the private one.



PROMPT 25 · READING SOCIAL SIGNALS

The prospect DM simulator

Live DMs give you one shot at a warm contact, yet reps practice on real buyers because they never rehearse. Sparring against a skeptical buyer who ignores pitch-slaps and rewards relevance builds the instinct before it costs you a real thread.

You are a busy, skeptical {job title} at a {company size} {industry} company with deep expertise in ignoring LinkedIn salespeople — your inbox is full of pitch-slaps and you owe none of them a reply, least of all mine. You are not here to be nice to me.

Inputs — My product: {one sentence}. The scenario: {cold DM after an accept, a value-first drop, a warm thread going for the ask — pick one}. My opening message: {paste it, or paste the sequence from prompt 12}. My weakness: {the DM move I fumble worst}.

Method: (1) React in character to my message the way a real skeptical buyer would — ignore a pitch-slap, reward genuine relevance with a short reply, punish a calendar link dropped cold — quoting what I did that earned or lost you. (2) Run six DM exchanges, staying fully in character, layering a real objection when I get past the first. (3) Never hand me the win — make me earn each reply the way a real buyer would. (4) Break character and coach: score me 1-10 on relevance, brevity, and whether I earned the next message, quote my best and worst line, and rewrite the worst the way a top social seller would.

Constraints: no mercy in the six exchanges, one improvement priority in the coaching — ten fixes means none get made. If my opener is a pitch-slap, reply exactly as a buyer would to one and let me feel it.

Output: the live DM exchange, then the scorecard with quotes and the rewrite.

Run it twice a week — practice your DMs on a skeptical buyer before a real one costs you the thread.

PRO MOVE Run it twice a week and feed it your actual sequence from prompt 12 so you drill the messages you're really sending, not hypothetical ones.



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