



A SELF-SERVE PLANNING WORKBOOK

THE 5C LINKEDIN TEAM ACTIVATION KIT

A 30-day action plan, prompt pack, conversation guide, and team rhythm for turning LinkedIn activity into a repeatable B2B capability.

USE THIS KIT TO:

- Strengthen the profiles that represent your company
- Focus the right people on the right buyers and accounts
- Turn real work into useful content and conversations
- Install a weekly routine the team can sustain in real work

START HERE

BUILD THE ROUTINE. LEARN FROM THE WORK.

This workbook is designed for a small pilot team. Choose three to ten people, work through one capability at a time, and use the final page to run a focused 30-day activation cycle.

01 / CHOOSE

Select a pilot group with a real market, account, recruiting, or customer goal.

02 / BUILD

Complete one 5C worksheet each week and make the work visible to the team.

03 / REVIEW

Track behavior, audience quality, and conversations. Adjust the routine, not just the copy.

THE 30-DAY MAP

WEEK 1

Credibility

Fix the profiles and proof that shape the next click.

WEEK 2

Connections

Define the buying group and build a relevant network.

WEEK 3

Content + conversations

Teach from real work and create useful dialogue.

WEEK 4

Consistency

Install the rhythm, review evidence, and choose the next test.

C1 / CREDIBILITY

MAKE THE NEXT CLICK WORTH TAKING

Your profile should help a buyer, customer, candidate, or partner understand who you help, what you know, and why a conversation could be useful.

PROFILE QUICK BUILD

- ☐ Headline names the audience, problem, or useful expertise, not only the job title.
- ☐ About section explains the work in plain language and includes a credible point of view.
- ☐ Featured section contains one strong proof asset, guide, case, talk, or practical resource.
- ☐ Experience connects responsibilities to customer or business outcomes without unsupported claims.
- ☐ Profile photo, banner, role, and company details are current and consistent.

WRITE THE PROFILE PROMISE

I help [audience] make [decision or change] by bringing [expertise, method, or experience].

DRAFT

PROOF TO FEATURE

DONE WHEN

A person outside your company can describe your expertise and the value of speaking with you after a 20-second scan.

C2 / CONNECTIONS

BUILD THE NETWORK YOUR GOALS REQUIRE

A larger network is not automatically a better network. Define the people, accounts, and market signals that make future content and conversations more relevant.

AUDIENCE MAP

BUYING ROLE	PRIORITY ACCOUNTS	TRIGGERS TO WATCH	VALUE YOU CAN ADD

15-MINUTE DAILY ROUTINE

3 MIN / Review
Check priority people, accounts, and relevant industry news.

5 MIN / Engage
Add one thoughtful comment or useful response where you have real context.

4 MIN / Connect
Send one to three relevant requests when there is a credible reason.

3 MIN / Record
Capture a question, signal, idea, or follow-up for the team.

DONE WHEN
Each participant can name the buying roles they want to reach and the useful signals they will watch for.

C3 / CONTENT

TURN REAL WORK INTO USEFUL MARKET EDUCATION

You do not need a constant stream of original inspiration. Capture decisions, questions, lessons, demonstrations, and useful tradeoffs from the work already happening.

10 PROMPTS FROM REAL WORK

01 A question customers ask before they are ready to buy

06 A misconception that causes buyers to evaluate the wrong thing

02 A tradeoff your team makes that outsiders rarely see

07 A change in your market that deserves a practical explanation

03 A common shortcut that creates downstream problems

08 A useful comparison between two approaches or operating choices

04 A lesson from a recent project, demo, or implementation

09 A customer-approved result and the decisions that produced it

05 A checklist you use before making a high-stakes decision

10 A question your team is still exploring and what you know so far

ONE-POST BUILDER

OPEN

Name the situation, decision, or tension.

TEACH

Explain the useful idea, sequence, or distinction.

PROVE

Add an example, observation, artifact, or approved result.

INVITE

Offer a question or next step that fits the reader's readiness.

C4 / CONVERSATIONS

CREATE DIALOGUE WITHOUT FORCING THE PITCH

Good LinkedIn conversations begin with relevance. Use public interaction, context, and permission to make the next step feel natural to both people.

THE CONVERSATION LADDER

01

Notice

Watch for questions, changes, and buyer-owned decisions.

02

Contribute

Add a specific, useful public comment where you have context.

03

Connect

Name the shared context or reason for staying connected.

04

Continue

Share a useful answer, resource, or question without forcing a meeting.

05

Advance

Suggest a call only when the problem, timing, and mutual value are clear.

MESSAGE PLANNER

CONTEXT WE SHARE

USEFUL OBSERVATION OR ANSWER

ONE EASY QUESTION OR NEXT STEP

C5 / CONSISTENCY

INSTALL A RHYTHM THE TEAM CAN SUSTAIN

Consistency is an operating design problem. Reduce friction, make expectations visible, and use short reviews to help useful behavior survive beyond the kickoff.

THE MINIMUM VIABLE WEEK

WHEN	ACTION	EVIDENCE
MONDAY	Choose one priority topic, account signal, or buyer question.	One intent for the week
TUESDAY	Capture an idea or useful work moment in rough notes.	One usable source item
WEDNESDAY	Publish, comment, or share an approved useful asset.	One visible contribution
THURSDAY	Follow relevant reactions and continue useful conversations.	One quality interaction
FRIDAY	Record the lesson and choose the next adjustment.	One learning for next week

20-MINUTE TEAM HUDDLE

- ☐ 5 min: What useful activity happened?
- ☐ 5 min: Which audience or account signals mattered?
- ☐ 5 min: Where did confidence, safety, or workflow break?
- ☐ 5 min: What one adjustment will the team test next week?

GUARDRAIL

Never reward noise. Recognize useful expertise, relevant audience response, strong peer support, and real business conversations.

PUT THE SYSTEM TO WORK

YOUR 30-DAY ACTIVATION PLAN

Use one pilot group, one business objective, and one short review each week. Keep the first cycle small enough to learn from.

PILOT GROUP	BUSINESS OBJECTIVE	PROGRAM OWNER

WEEK 1 / CREDIBILITY

- ☐ Complete the profile quick build
- ☐ Draft each participant's profile promise
- ☐ Select one proof asset to feature

WEEK 2 / CONNECTIONS

- ☐ Complete the audience map
- ☐ Begin the 15-minute daily routine
- ☐ Record one useful market signal per person

WEEK 3 / CONTENT + CONVERSATIONS

- ☐ Choose prompts from real work
- ☐ Publish or contribute useful expertise
- ☐ Use the conversation ladder where relevant

WEEK 4 / CONSISTENCY

- ☐ Run the 20-minute team huddle
- ☐ Review evidence and friction
- ☐ Choose the next 30-day test

MEASURE ENOUGH TO LEARN

- ☐ Active participants
- ☐ Relevant audience signals
- ☐ Useful comments or replies
- ☐ Business conversations
- ☐ Friction to remove next

NEED HELP INSTALLING THE SYSTEM?

Explore workshops, activation sprints, and company-wide LinkedIn enablement at tlrconsultinggroup.com.