THE SALES LOFT

The AI LinkedIn Post Prompt Swipe File

12 copy-paste prompts that turn your expertise into opportunities.

12 PROMPTS | 12 EXAMPLES | ZERO GUESSWORK

PTO Edition · Profile · Trust · Opportunities

Deidre Henry — Founder, The Sales Loft

START HERE

How to use this swipe file

1. Open ChatGPT, Claude, or your AI of choice.
2. Copy a prompt. Paste it in.
3. Replace anything in [BRACKETS] with your real details.
4. Send it, then edit the output so it sounds like you. Never post raw AI.
5. The framed example under each prompt shows you what a strong output looks like.

P

Profile

Posts that make the right person land on your profile and think "this person can help me."

PILLAR 1 OF 3 — PROFILE

01 PROFILE · PROMPT 01

The Origin Story

Your pinned post. The one that tells people who you are and why you do this.

THE PROMPT — COPY THIS

COPY

You are a LinkedIn ghostwriter. Write a first-person origin-story post for me built to reach my audience **[INSERT AUDIENCE DEMOGRAPHICS, DESCRIBE YOUR IDEAL CUSTOMER/CLIENT/ICP]**

My background: **[WHAT YOU DID BEFORE]**
The turning point: **[THE MOMENT THINGS CHANGED — a layoff, a decision, a failure]**
What I do now: **[WHO YOU HELP, WHY YOU HELP THEM AND HOW]**

Rules:
- Open with the turning point, not my resume. The first line must stop the scroll with a sentence on average of 50-75 characters. Include a data point, statistic, number, date and/or time within this first sentence.
- Short lines. One idea per line. New paragraphs between thoughts.
- Be vivid in describing emotions, people, behaviors, etc in a narrator style as if I'm reading the LinkedIn post aloud to a room.
- No hashtags. No emojis.
- End with one sentence about who I help now.
- Create a CTA that's a soft question or thought provoking that invites comments. Lean into emotional questions that trigger the reader.
- Never end the post with a simple question such as "Agree? Disagree?" or "yes/no" style questions
- Do not include dashes, em-dashes anywhere in the post.

WHY IT WORKS

Hook	Opens on the turning point with a timestamp, not a resume. A specific moment stops the scroll where a summary never would.
Body	Narrator-style, one idea per line. The emotion does the work; the reader lives the moment instead of being told about it.
Close	An emotional question, never a yes/no. It invites the reader to answer in the comments, which is where the algorithm rewards you.

WHAT GOOD LOOKS LIKE

D **Deidre Henry**
Founder, The Sales Loft · 1st

They shut my laptop for me at 2:30 pm on a Tuesday.

That's how they laid off the entire office over a Zoom call.

An HR rep, I never met, describing to us how we will file for unemployment like the meeting was the hard part.

I was sure my next move was another application.

I was wrong.

Every opportunity that changed my income after that came from one place.

Posting on LinkedIn like the right people were already reading. Posting like the next client was waiting for me.

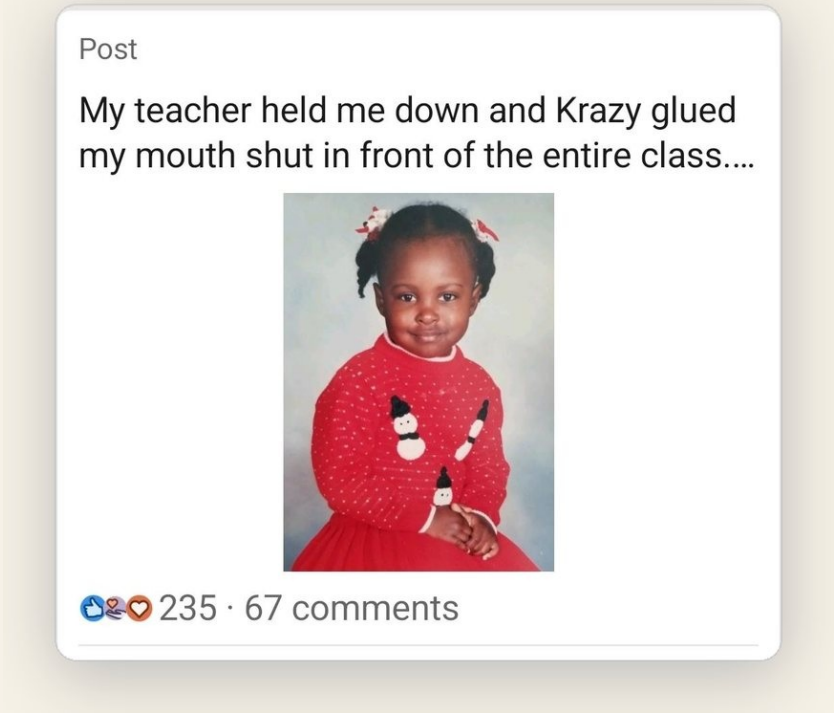
Now I help people turn the LinkedIn profile they've been neglecting into the thing that sends them clients, offers, and stages.

What's the post you keep meaning to write but haven't?

Like Comment Repost Send

FROM THE FIELD

A real post built on this prompt.



02 PROFILE · PROMPT 02

The Headline Rewrite

Fix the line under your name — the #1 thing people read and ignore.

THE PROMPT — COPY THIS

COPY

Act as a LinkedIn profile strategist. Write me 8 headline options built to convert leads (OR) attract brand partnerships (OR) attract hiring managers (OR) attract my ideal clients.

What I do: **[YOUR WORK]**
Who I help: **[YOUR PEOPLE]**
The outcome I create: **[THE RESULT]**

Rules:
- Each under 220 characters.
- No "guru," "ninja," "thought leader," or "passionate about."
- Lead with the best variation of my title (ex: Founder of The Babysitters Club; Producer at Full House Media)
- Immediately with who I help and what changes for them or lead with describing what I do as a unique motto or tagline
- Include (if applicable) statistics, sales, accolades, major media placements (ex: $74 Million in closed homes in 2024; 4x Amazon and NYT Best Seller; Microsoft Presidents Club Award Winner; 9,218 tax audits completed for small business)
- End with a true actionable CTA if there's room available (example: DM me for a free book; Sell your home with me in 90 days)
- Give me a mix: 2 plain-and-clear, 3 with a hook, 2 bold.

WHY IT WORKS

Lead	Starts with the strongest version of your title so the right person knows in a second what you are and who you serve.
Proof	Numbers and real media placements earn trust instantly. Specific beats impressive every time.
Ask	Ends on a real CTA so the headline does a job, not just a description.

WHAT GOOD LOOKS LIKE

Deidre Henry
Founder, The Sales Loft · 1st

2x Amazon Best Selling Author | Keynote Speaker | Coach | President of Vaval Law | CEO of the InPowerment Institute, LLC. | Founder of the Main Karacter™ Movement | As Seen on: NBC, ABC, CW, WUSA9

Like Comment Repost Send

FROM THE FIELD

A real post built on this prompt.

4:56

I'm looking for...



Scott McAllister - Executive Coach, Facilitator MBA ACC

· 2nd

Executive Coach & Advisor | Facilitator | 30+ Years Fortune 500 Experience | CVI Method I Help Senior Leaders Navigate High-Stakes Challenges & Career Pivots

MCA Executive Services · UNC Kenan-Flagler Business School

New York City Metropolitan Area

9,616 followers · **500+** connections



Stephanie and 4 other mutual connections

+ Follow | Message | ···

View my services

Profile enhanced with Premium



Kara Vaval, Esq- The Laptop Lifestyle Lawyer ®

· 1st

2x Amazon Best Selling Author | Keynote Speaker | Coach | President of Vaval Law | CEO of the InPowerment Institute, LLC. | Founder of the Main Karacter™ Movement | As Seen on: NBC, ABC, CW, WUSA9

03 PROFILE · PROMPT 03

The Credibility Post

Share a win without bragging. Proof that you're the real thing.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post where I share a recent win in a way that helps the reader, not just flexes.

The win: **[WHAT HAPPENED — a result, a feature, a milestone]**
The lesson inside it: **[WHAT MADE IT POSSIBLE]**

Rules:
- Open with the lesson or the surprise, not the trophy, including a statistic or data point (example: "90,000 units sold in 3 days taught me ...)
- Make the reader the hero. What can THEY take from this? Take them on the journey as if they're following me as a character in a book. Walk them through the actionable steps I took in order to achieve the win. Generate a questionnaire for me if you don't have a step list from the initial information I gave you.
- Name the specific number or outcome at both the beginning and end of the post to reinforce the win/lesson. Specifics build trust.
- End with the takeaway as a one-line gift.
- No humble-bragging.
- Layup my lead magnet/offer if I have one in the comments by guiding the reader to get more details there.
- Never include a link in the body of my LinkedIn posts, but always help me end posts with a CTA to a pinned comment that will soft sell.
- Be witty in the CTA in a **[INSERT DESIRED TONE: MILLENNIAL FRIENDLY, HUMAN RESOURCE PROFESSIONAL]** tone that serves as an inside joke or will be humorous and relatable to this specific audience. Make it very "if you know, you know" energy.

WHY IT WORKS

Hook	Leads with the lesson and a number, not the trophy. The reader learns something before they ever feel sold to.
Body	Casts the reader as the hero and walks the real steps. The win becomes a map they can follow, not a flex.
Close	Soft-sells to a pinned comment, never a link in-body. Keeps reach high and the offer one tap away.

WHAT GOOD LOOKS LIKE



What there was:
- eight months of her posting
- three times a week
- answering every comment
- and building an audience that already trusted her before she ever pitched.

The sale took an hour. The trust took eight months.

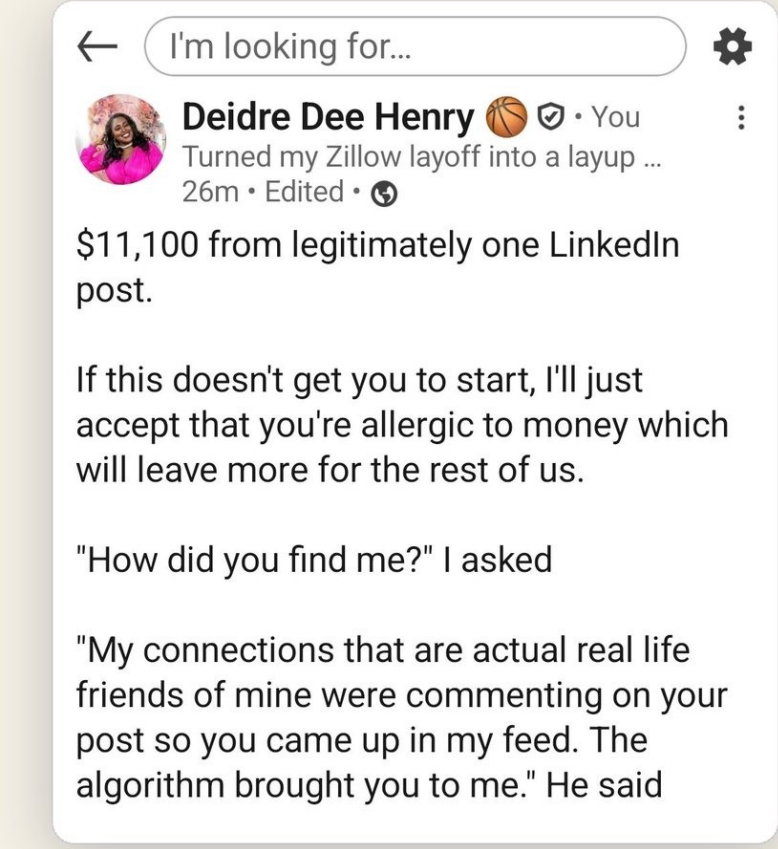
That's the part nobody screenshots or cares about when you finally publicly post the win of $1,784 in one hour.

Build the trust now so the offer later takes an hour instead of a miracle on 34th Street.

Like Comment Repost Send

FROM THE FIELD

A real post built on this prompt.



T

Trust

Posts that make people believe you before they ever DM you.
This is where LinkedIn actually gets warm.

PILLAR 2 OF 3 — TRUST

04 TRUST · PROMPT 04

The Contrarian Take

Say the thing your industry is afraid to say. Highest-reach post type.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post with a contrarian but defensible take on my industry.

My industry: **[YOUR FIELD]**
The common advice everyone repeats: **[THE CLICHÉ]**
Why I think it's wrong or incomplete: **[YOUR REAL VIEW]**

Rules:
- First line states the unpopular opinion flat-out. No warmup. Direct. Harsh to create polarizing opinions.
- include a mathematical data point if possible that supports my view
- Back it with one real reason and one example. Show me citations so that I can verify where you received the information from.
- Don't be contrarian for clicks, land on something genuinely useful to my **[DESCRIBE IDEAL CLIENT, AUDIENCE, DESIRED FOLLOWER OR BUYER]**
- End by asking readers where they land on it by asking them at least 2 detailed questions on my view.
- Give me a CTA that invites the reader to sound off in the comments, while reiterating my stance so that they can explain why they agree or disagree with my take

WHY IT WORKS

Hook	States the unpopular opinion flat-out, no warmup. Polarizing first lines are the single biggest driver of reach.
Body	Backs the take with a real number and a citable example, so it reads as conviction with evidence, not a hot take.
Close	Two specific questions invite both sides to argue in the comments, which multiplies distribution.

WHAT GOOD LOOKS LIKE

Deidre Henry
Founder, The Sales Loft · 1st

"Post every day" is the worst advice on this platform.

I posted 3x per day for a month and the reach went down by 85%.

Here's why: daily forces quantity, and quantity kills the one thing that actually compounds. The post you thought about for three days before writing it, someone already posted it and went viral for it.

I now post three times a week. Every post earns its slot and it creates a life of ease.

Engagement went up by 32%.

My DMs tripled.

The algorithm doesn't reward frequency. It rewards posts people finish reading, and comment on.

One great post beats seven forgettable ones. Every time.

Am I wrong? What's been your experience with posting multiple times per day? Do you schedule your posts? Do you personally measure success by someone liking or commenting on your posts?

Like Comment Repost Send

FROM THE FIELD

A real post built on this prompt.






Molly Godfrey • 1st
LinkedIn Strategist & Coach | I he...
Book an appointment
6h •
If I could go back in time, I would 100% learn how to become a paid marketing strategist.
It's kind of insane to me that with the right skill set, you can invest a certain amount of money into ads..... more

05 TRUST · PROMPT 05

The Teardown

Break down how something works. Positions you as the expert who sees what others miss.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post where I break down how **[THING]** actually works, step by step.

The thing: **[A PROCESS, A STRATEGY, A RESULT SOMEONE GOT, A WIN]**
The steps as I see them: **[3–5 STEPS]**

Rules:
- Open with the outcome, include a mathematical data point, then promise to show the mechanics.
- Number the steps. Explain the why and psychology behind each step I took as concisely as possible. Make it descriptive so that my reader can envision and understand why I took that step in that specific order or action.
- Make it specific enough that someone could actually do it.
- End with the one step people skip.
- Again, no em-dashes or dashes.
- Tie the CTA as to how I help my current clients because I am an expert in what I just broke down for them.

WHY IT WORKS

Hook	Leads with the outcome and a number, then promises the mechanics. Curiosity plus proof keeps them reading.
Body	Numbered steps with the psychology behind each one. The reader could actually do it, which is what makes you the expert.
Close	Names the step everyone skips, then ties it to how you help clients. Expertise shown, then offered.

WHAT GOOD LOOKS LIKE

Deidre Henry
Founder, The Sales Loft · 1st

A stranger booked a $350 call from a single LinkedIn post of mine on Monday night.

Here's the exact anatomy of my DMs that close at 33%:

1. The hook named her exact problem in six words.
2. The middle proved I understood it better than she did.
3. There was no pitch; just a line that said "if this is you, my DMs are open."
4. Every comment got a real reply within the hour.
5. The booking came from the DM, not the post.

The step everyone skips? Number 4.

Now, Founders hire my team to write their DMs to prospects because they too want to scale to a 33% close rate compared to their current close rate of 8%.

The post starts the conversation. The comments humanize it.

DM me if you want to work with a human that understands your business and doesn't talk like an extra in the movie iRobot.

Like Comment Repost Send

06 TRUST · PROMPT 06

The Myth-Buster

Correct a widely-believed lie in your space. Builds authority fast.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post that debunks a myth my audience believes.

The myth: **[WHAT PEOPLE WRONGLY BELIEVE]**
The truth: **[WHAT'S ACTUALLY TRUE]**
Why the myth persists: **[WHO BENEFITS FROM IT / WHY IT SPREADS]**

Rules:
- First line: state the myth in quotes, then "This is costing you." or jarring, calling out the reader in an accusatory manner to stop them scrolling through.
- Explain the truth simply, with one proof point and include statistics if possible.
- Be generous, not smug. The reader believed the myth too.
- End with what to do instead.
- CTA for this should be how I can help them beat the stereotype this audience shares in belief.

WHY IT WORKS

Hook	Quotes the myth, then calls the reader out. Naming a belief they hold stops the scroll cold.
Body	Corrects it with one proof point and a number, generously. The reader believed it too, so you never punch down.
Close	Tells them what to do instead and offers to help them beat it. Authority that ends in a door, not a lecture.

WHAT GOOD LOOKS LIKE

D **Deidre Henry**
Founder, The Sales Loft · 1st

"You need 70,000 followers before LinkedIn pays off."

This myth is keeping you quiet, and quiet doesn't get hired, clients, podcast interviews or bank deposits.

My first paid client came at 918 followers. My first speaking invite at 1,400.

Small audiences convert harder because the people in them actually see you. The algorithm isn't burying you under 40,000 strangers yet.

The following isn't the requirement. A reason for the right 500 people to trust you is.

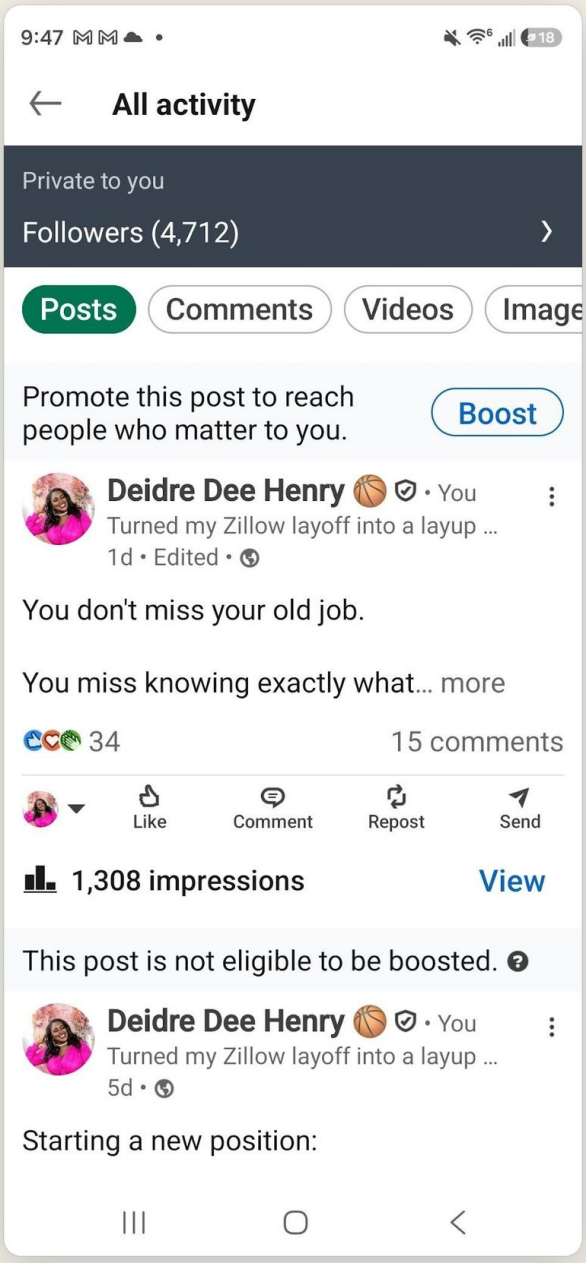
Stop waiting for a number. Start giving those 500 a reason to believe in your product or service.

I help Founders like you post the thing today. Not next week. Today.

Like Comment Repost Send

FROM THE FIELD

A real post built on this prompt.




Deidre Dee Hen...
Author
8h
Turned my Zillow layoff into a la...
I'm going to spend the rest of this month showing laid off professionals how to turn years of experience into a business people actually buy from.
Your employer rented your expertise. They never owned it.
Like 31
Reply 4
1,162 impressions

07 TRUST · PROMPT 07

The Comment-Bait (The Good Kind)

A post engineered to start conversations — comments are where opportunities open.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post designed to get thoughtful comments (not engagement-bait tricks).

My topic: **[THE THING YOU WANT TO TALK ABOUT]**
A question I genuinely want answered: **[YOUR REAL QUESTION]**

Rules:
- Share a short, honest take and include a small story that will make it clear why I came to this question.
- Then ask ONE specific, easy-to-answer question.
- Make it safe to disagree.
- No "agree? 👇" or "comment YES." Real questions only, that generate detailed, thought provoking comments and conversations with one another in my comment section

WHY IT WORKS

Hook	Opens with an honest admission and a small story. Vulnerability earns the right to ask something of the reader.
Body	Gives value before the ask, so the question feels earned, not extracted.
Close	One specific, safe-to-answer question. Real conversation, never 'comment YES' bait that the algorithm now punishes.

WHAT GOOD LOOKS LIKE

Deidre Henry
Founder, The Sales Loft · 1st

I used to delete posts that flopped in the first hour.

Then one I almost deleted got me a client three days later. It just took time to find the right person.

Now I leave everything up. Reach is a bad judge of value.

Here's my honest question for you:

What's a post you almost didn't publish that ended up mattering?

I'll reply to every one.

Like Comment Repost Send

O

Opportunities

Posts that turn attention into clients, offers, stages, and deposits. This is where content pays your rent.

PILLAR 3 OF 3 — OPPORTUNITIES

08 OPPORTUNITIES · PROMPT 08

The Soft Offer

Sell without selling. Opens the door for people to raise their hand.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post that makes a soft offer. No hard pitch, no link.

What I offer: **[YOUR SERVICE / PRODUCT]**
Who it's for: **[YOUR IDEAL PERSON]**
The result it creates: **[THE OUTCOME]**

Rules:
- Spend 80% of the post being useful about the problem and why it matters for my ideal customer.
- Only at the end, name what I do in one plain sentence.
- Close with "if this is you, comment **[WORD]** or DM me" gate on a comment, not a link.
- No urgency tricks. No fake scarcity.
- Under 250 words.

WHY IT WORKS

Hook	Names the problem the reader already feels. The value, not the pitch, is what pulls them in.
Body	Spends 80% being genuinely useful. By the time the offer appears, you've already earned it.
Close	Gates on a comment word, no link, no fake urgency. Raising a hand is easy and the reach stays high.

WHAT GOOD LOOKS LIKE

Deidre Henry
Founder, The Sales Loft · 1st

Most people's LinkedIn profiles are quietly costing them money.

Not because they're bad because they answer the wrong question.

Visitors don't ask "is this person impressive?" They ask "can this person help ME?" and they decide in under ten seconds.

Headline. First line of your about. Your featured section.

That's the ten seconds. Most people waste all three on their job history.

Fix those and the same profile starts sending DMs instead of dead ends.

This is the exact audit I run 1:1 with clients in a Blueprint session.

If your profile isn't sending you opportunities, comment PROFILE and I'll

send you where to start.

Like Comment Repost Send

09 OPPORTUNITIES · PROMPT 09

The Case Study

A client result told as a story. The most persuasive post you can write.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post that tells a client success story as a before-and-after.

Who they were before: **[THEIR STARTING POINT AND STRUGGLE]**
What we did: **[THE WORK, KEPT SIMPLE]**
The result: **[THE SPECIFIC OUTCOME]**

Rules:
- Open with the "before" pain the reader will recognize in themselves.
- Keep the "what we did" to at least 4 plain steps and don't give away everything.
- Land the result with a specific number or moment and the mindset shift of the client from the positive outcome.
- End with the takeaway the reader can use even if they never hire me.
- Challenge the reader on how they look at client success

WHY IT WORKS

Hook	Opens on the before-pain the reader sees in themselves. Recognition is the fastest way into a story.
Body	Four plain steps and a real number. Enough to be credible, not so much they don't need you.
Close	Gives a takeaway they can use even if they never hire you. Generosity is the most persuasive sell there is.

WHAT GOOD LOOKS LIKE

D **Deidre Henry**
Founder, The Sales Loft · 1st

Six months ago she told me: "I feel invisible on here."

300 connections. Zero inbound. A profile that read like a resume nobody asked for.

We changed three things:

Her headline started leading with who she helps.

Her posts started sharing what she knew instead of what she did.

She started replying to every comment like it was a conversation, because it was.

No new skills. No ad spend. Same person.

Eleven weeks later she signed her first $4,000 client who found her from a comment she left on someone else's post.

Visibility isn't about being everywhere. It's about being useful in the three places that count.

You don't need more connections. You need the ones you have to finally see what you do.

Ask yourself, are my clients actually seeing what I do?

Like Comment Repost Send

10 OPPORTUNITIES · PROMPT 10

The Lead Magnet Drop

Give away something valuable to grow your list and your goodwill.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post that gives away a free resource in exchange for a comment.

The resource: **[DESCRIBE WHAT YOU'RE GIVING — checklist, guide, template, swipe file]**
What's inside it: **[2–3 things they'll get]**
Who it's for: **[YOUR PERSON]**

Rules:
- Open with the problem the resource solves.
- List what's inside as 2–3 short bullets.
- Make the ask a single comment word — "comment **[WORD]** and I'll send it."
- Add one line that it's free, genuinely, no catch.
- Reiterate what's in it for the recipient of the lead magnet and how it will benefit them

WHY IT WORKS

Hook	Leads with the problem the freebie solves, so the right person self-selects immediately.
Body	Two or three crisp bullets of what's inside. Specific contents beat a vague ‘free guide.’
Close	One comment word, genuinely free, no catch. Low friction plus trust is what fills your list.

WHAT GOOD LOOKS LIKE

Deidre Henry
Founder, The Sales Loft · 1st

I turned the 12 prompts I use to write every LinkedIn post into one file.

Inside:

→ A prompt for your origin story
→ A prompt for the post that gets you booked
→ A filled example under every single one

It's for anyone who opens the app, stares at "start a post," and closes it again.

Completely free. No email wall, no upsell hiding at the end.

Comment SWIPE and I'll send it to you today.

Like Comment Repost Send

11 OPPORTUNITIES · PROMPT 11

The Event Filler

Fill a webinar, workshop, or event. Built to create a waitlist, not just clicks.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post that drives signups to my event without sounding like an ad.

The event: **[NAME + WHAT IT IS]**
Date/format: **[WHEN + WHERE]**
Who should come: **[YOUR PERSON]**
What they'll leave with: **[THE OUTCOME]**
Seats available: **[NUMBER — real scarcity only]**

Rules:
- Open with the transformation, and the point of the event; not the logistics.
- Tell one quick true story about why you're teaching this.
- State the real seat count once and only if it's true. OR, reverse scarcity explaining why there's only __ number of seats available even if those seats are not filled.
- Gate signup on a comment word so the comment count becomes public proof.

WHY IT WORKS

Hook	Opens on the transformation, not the date and time. People sign up for the after, not the logistics.
Body	One true story about why you teach this. It earns the pitch and makes the event feel personal.
Close	Gates signup on a comment word, so the comment count becomes public proof and builds its own waitlist.

WHAT GOOD LOOKS LIKE

Deidre Henry
Founder, The Sales Loft · 1st

PTO used to mean Paid Time Off.

Next Wednesday I'm teaching what it means now: Posts → Opportunities.

Zillow laid me off on a Zoom call. I was sure my next opportunity was one more application away. It wasn't, it was hiding in the profile I'd been neglecting.

CNBC, Coursera, a stage next to Kerry Washington. None of it came from applying. All of it came from posting.

In one hour I'll show you the exact framework: fix your profile, build trust, turn both into opportunities that pay you.

22 seats. $22. Replay included.

Comment PTO and I'll send you the link.

Like Comment Repost Send

12 OPPORTUNITIES · PROMPT 12

The Re-Engage

Wake up your audience after you've gone quiet. Nobody teaches this one.

THE PROMPT — COPY THIS

COPY

Write a LinkedIn post that reconnects me with my audience after time away.

Why I went quiet: **[THE HONEST REASON]**
What I was doing / learning: **[WHAT YOU HAVE TO SHOW FOR IT]**
What I'm doing next: **[WHERE YOU'RE HEADED]**

Rules:
- Be honest about the gap without apologizing.
- Turn the absence into something the reader gets value from and highlight what I've derived from the absence. Ask me questions if you feel you need more detail.
- Re-open the relationship with a question or an invitation.
- Warm, not guilty.

WHY IT WORKS

Hook	Names the gap honestly, no apology. Owning it reads as confidence, not guilt.
Body	Turns the absence into a lesson the reader gets to keep. The silence becomes a gift, not an excuse.
Close	Re-opens with a warm question. It restarts the relationship instead of begging for forgiveness.

WHAT GOOD LOOKS LIKE

Deidre Henry
Founder, The Sales Loft · 1st

I went quiet for six weeks. Here's the honest reason:

I was heads-down building the thing I kept telling clients to build and it felt dishonest to post about it before it worked.

It worked.

What I learned in the silence: consistency isn't posting every day. It's coming back without making it weird when life pulls you away.

So no apology, just a hello.

Tell me the one thing that happened in your world while I was gone.

Like Comment Repost Send

THE ONE RULE

One rule before you post anything.

Never post raw AI. These prompts get you 80% of the way there in 80% less time. The last 20% is you. Cut a line. Add a detail only you know. Make it sound like a person, because the whole point is trust.

That's the PTO Framework. Profile, Trust, Opportunities. Now written on repeat.

WHEN YOU'RE READY FOR THE 1:1

Book your attendee-priced Blueprint Session ($350, normally $550) and we'll customize all 12 to your LinkedIn, your offer, and the opportunities you're actually after.

Book your Blueprint Session — $350