THE SALES LOFT

The PTO Framework in

Your live companion guide — fill this in as we go.

P T O

LinkedIn notifications can come with direct deposits. Here's the framework that makes it happen.

PTO Framework · Profile · Trust · Opportunities

Deidre Henry — Founder, The Sales Loft

PILLAR 1 OF 3

Profile

Your profile answers one question in under ten seconds:

"Can this person help me?"

Your profile is your digital storefront. Most people's profiles are costing them clients, interviews, partnerships, and speaking opportunities every single day — and they don't even know it.

We're going to audit the parts that leak opportunities, and fix them live. The three that decide the ten seconds: your headline, the first line of your About, and your Featured section.

FIX IT LIVE — WRITE YOUR ANSWERS AS WE GO

The one question my profile should answer at a glance:

My new headline (who I help + what changes for them):

My first About line (the hook, not my job history):

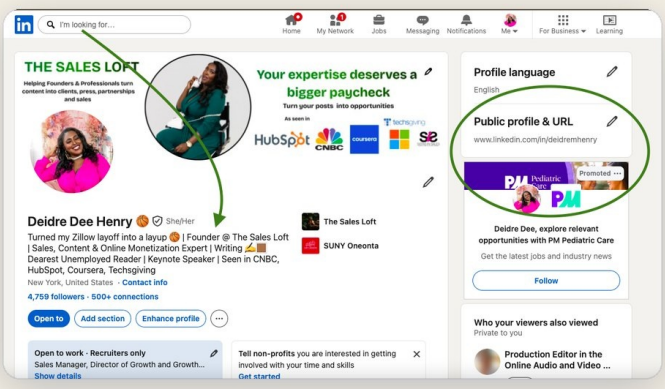
My Featured section contains — my offers (I sell ___), contact information (book a call, buy my book), awards & accolades (President's Club, featured on ABC/Forbes), social proof (2,800 subscribers, 94% conversion):

One thing on my profile that's quietly costing me opportunities:

FROM THE FIELD

A real example to model.





PILLAR 2 OF 3

Trust

People don't hire the smartest person.

They hire the person they trust.

Trust is content, comments, and credibility. It's how you show up online in a way that makes the right people want to reach out to you before you ever pitch them.

It starts in the Featured section of your profile.

You'll learn exactly what to post, how to write it, and how to use comments and DMs to create inbound opportunities. The goal isn't reach and impressions for its own sake. It's the right person deciding they believe you.

BUILD IT LIVE — WRITE YOUR ANSWERS AS WE GO

The topic(s) I can speak on with real credibility:

One contrarian-but-true take I believe about my field:

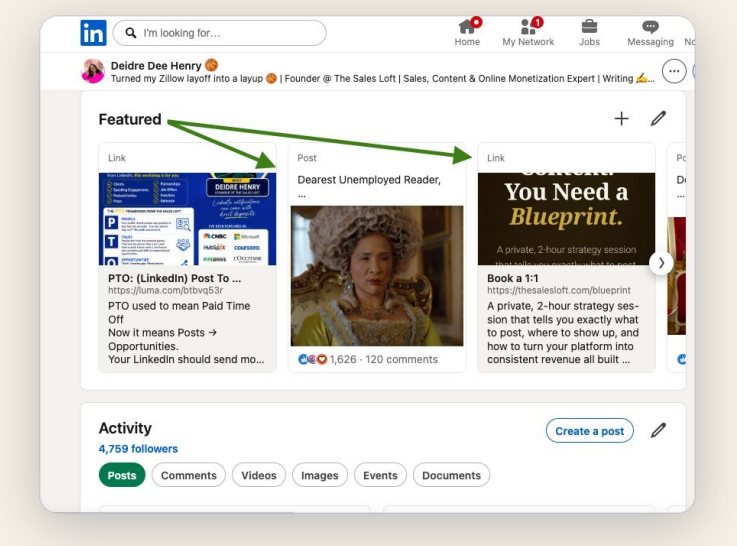
A recent win I can turn into a helpful post:

My comment + DM habit (how I'll reply, and how fast):

The SOCIAL proof that makes the right person trust me:

FROM THE FIELD

A real example to model.



PILLAR 3 OF 3

Opportunities

Your content shouldn't just get engagement.

It should create opportunities that change your income.

2-3 comment strategy + personalized DM strategy.

This is where LinkedIn actually pays your rent. Clients. Speaking gigs. Media features. Podcast invitations. Job offers. Partnerships. Referrals. Investors.

Your content should be doing the networking and the selling for you, so the opportunity is already warm by the time it reaches you. Your business grows or the job offers flow. Whichever one floats your boat.

CLAIM IT LIVE — WRITE YOUR ANSWERS AS WE GO

The specific opportunity I want most right now:

My soft offer (what I do, in one plain sentence):

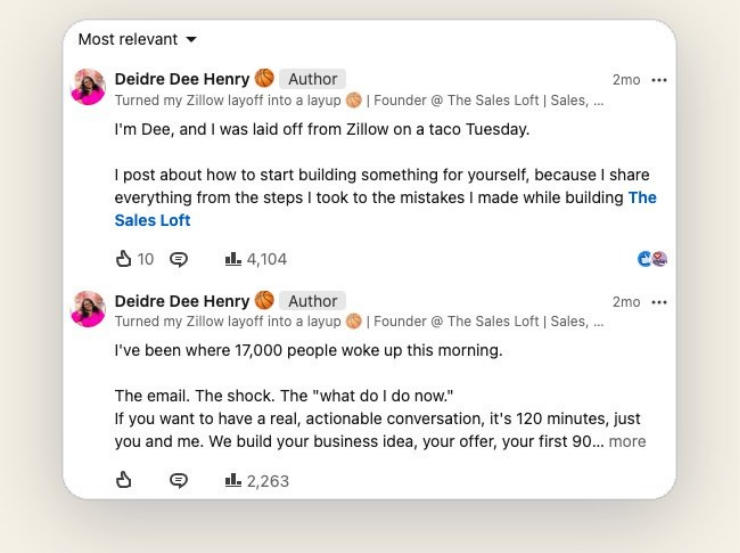
My comment-gate word (what people comment to raise their hand):

The ONE post I'll publish this week:

What "LinkedIn pays my rent" looks like for me, specifically:

FROM THE FIELD

A real example to model.




Most relevant
Deidre Dee Henry
Author
2w
Turned my Zillow layoff into a layup | Founder @ The Sales Loft | Sales, ...
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.
74
7
3,912

YOU'VE GOT THE FRAMEWORK

Now run it on your business — live and 1:1.

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

Book your Blueprint Session — $350