



30-Day LinkedIn Brand Builder – Student Roadmap Checklist

(Keep this handy—one glance tells you what we’re doing, why it matters, and what to post in WhatsApp.)

Week	Day	Theme & Micro-Lesson (≈ 15 min unless noted)	What You’ll Have When Done	Homework Assignment
1 • Nail Your Niche	1 Mon	☐ Identity-Upgrade Primer – craft & pin your <i>Founder of Me Inc.</i> belief line	☐ A north-star statement you’ll read each morning	☐ Craft your belief statement ☐ Share in the group
	2 Tue	☐ <i>Perfect-Day</i> → <i>Skills</i> → <i>Market</i> sprint	☐ Clarity on 3 skills people will pay for	☐ Share your 3 “super-skills” ☐ Share which one you’re most excited to monetize
	3 Wed	☐ Skills-to-Markets Pack – rank pains & outcomes	☐ Your best buyer + sizzling pain/desire combo	☐ Share your chosen market + pain point + dream desire + outcome combo. ☐ Share which niche feels scariest?
	4 Thu	☐ Magnetic Positioning Statement	☐ A 12-word promise that fits in your headline	☐ Share your positioning statement.

			☐ DM to peers for a clarity score (1-10)
5 Fri	☐ Catch-up	☐ Momentum	☐ Drop a ☒ when your statement is final. ☐ Drop a voice note & tag Kait with any questions.
6 Sat	☐ Reflection	☐ Insight	☐ What surprised you about your skills? ☐ Share 1 insight or obstacle.
7 Sun	☐ Research	☐ Clarity	☐ Save 3 posts that caught your attention on LinkedIn. ☐ Post a screenshot or link of one.
2 • Stealth Profile	8 Mon	☐ Pick 3 Magnetic Content Pillars	☐ A balanced topic mix for endless ideas ☐ Post your 3 pillars and one scheduled hook in the WhatsApp community
	9 Tue	☐ Headline Upgrade – write desktop + mobile versions	☐ Scroll-stopping profile headline ☐ Paste your headline into LinkedIn, hit save, screenshot it, and share in the group. If you want feedback before you update your LinkedIn, post in the group and tag Kait.

3 • Momentum Machine	10 Wed	☐ ONE Magnetic Banner (Canva walkthrough)	☐ A branded billboard with call-to-action	☐ Post a screenshot of your new banner in the WhatsApp group. ☐ Give feedback to two peers.
	11 Thu	☐ Pro Headshot & About Section	☐ Trust-boosting photo + 7-part story About	☐ Share your new profile pic in the group. ☐ Upload your new About Section - screenshot with #AboutWin
	12 Fri	☐ Catch-up	☐ Complete missed assignments	☐ Finish any unfinished work from days 8-11. ☐ Post any missed assignments in the group
	13 Sat	☐ Inspiration scroll	☐ Your own personal "inspo bank"	☐ Save 3 more posts you admire. ☐ Share any tech headache and tag Kait or @Heather Stull for help
	14 Sun	☐ Analytics review	☐ Documented trends or styles	☐ View your "saved posts" and notice if there are any trends or styles that tie them together. ☐ Capture your analytics and share them in the group.
	15 Mon	☐ Acing the 2025 Algorithm – craft high-performing post	☐ First "Magnet Post" drafted	☐ Post your result screenshot in the

			group with #Post Win.
			☐ Reflect on what worked and what felt off.
			☐ Note tweaks for next post.
16 Tue	☐ Monthly Content Calendar	☐ 4-week posting grid filled for Week 1	☐ Post a screenshot of your filled-out Week 1 calendar
17 Wed	☐ Comment Mastery – ACE framework	☐ Three credibility comments posted	☐ Post 3 comments, drop a  , and share one screenshot in the community that shows your added value.
			☐ Show up daily with curiosity and generosity.
18 Thu	☐ Audience Design – connect with Million-Dollar Market	☐ 10 new strategic connections	☐ Add 10 new million-dollar market connections and post a  in the community when done.
19 Fri	☐ Catch-up	☐ Rising Momentum Score	☐ Finish any uncompleted work from days 15-18.
			☐ Post any missed assignments in the group.
			☐ Ask for a readability check (yes/no poll)
20 Sat	☐ Review and revise		

4 • Offer & Leverage

		☐ Clarity on pieces and progress	☐ Polish About, Posts, Metrics. ☐ Post momentum score if sheet >10
21 Sun	☐ Brainstorming	☐ Prep MVO	☐ Brainstorm pain points you solve (prep MVO)
22 Mon	☐ MVO Sketch – Problem ▶ Promise ▶ Price	☐ Rough outline of your beta offer	☐ Share the top pain point you heard this week in the WhatsApp community
23 Tue	☐ MVO One-Pager – Grand-Slam format	☐ Ready-to-share PDF in Featured section	☐ Screenshot graph to views climbed and share in the community.
24 Wed	☐ Drive Traffic to MVO – post & profile tweaks	☐ First eyeballs on your offer	☐ Post a screenshot of your new Featured card in the group with #OfferLive. ☐ Post price point and ask: too low/high?
25 Thu	☐ KPI Check-In – review growth metrics	☐ Proof of reach & inbound interest	☐ Post your live link in the group with #Breadcrumb. ☐ Note what resonated, and request a clarity vote.
26 Fri	☐ Catch-up	☐ Confidence score + polish MVO	☐ Finish any uncompleted work from days 22-25.

Wrap-Up and Graduation	27 Sat	☐ Community shout-outs	☐ Spread kudos + reflection	☐ Post any missed assignments in the group. ☐ Polish your MVO. ☐ Share your wins and a confidence score of 1-10.
	28 Sun	☐ Reflection	☐ Encouragement + goal setting	☐ Tag someone who helped you. ☐ Post your biggest “aha” of the sprint.
				☐ Write 3 next-90-day goals. ☐ Spread kudos in the group.
	29 Mon	☐ Week 1 Catch Up Day	☐ Review and finish Week 1 assignments	☐ Re-examine your founders' statement. ☐ Reflect on your perfect day ☐ Identify the skills present in the activities of your perfect day ☐ Match those skills to your market ☐ Incorporate them into your magnetic message
	30 Tue	☐ Week 2 Catch Up Day	☐ Review and finish Week 2 assignments	☐ A cover photo that shows your message and is a visual representation of the kind of work you're doing

31 Wed

☐ **Week 3 Catch Up Day**

☐ Review and finish
Week 3
assignments

- ☐ Profile picture
- ☐ Map out your 3
core brand pillars
- ☐ An About Section
that is using the
Coaching-to-
Conversion
framework

- ☐ Re-read "Acing
the Algorithm."
- ☐ Recent post
review
- ☐ Personal brand
pillar review
- ☐ Compare your
posts with the
high-performing
posts ChatGPT.
- ☐ Review the
Comment Mastery
workbook
- ☐ Engage in
commenting
- ☐ Make strategic
connections daily

32 Thu

☐ **Week 4 Catch Up Day**

☐ Review and finish
Week 4
assignments

- ☐ MVO Sketch -
mapped out
- ☐ Grand Slam Offer
completed
- ☐ Grand Slam Offer
added to Services
or Featured
content sections
- ☐ "Breadcrumb
post" creation in
alignment with
expertise pillar
content that pulls
people off of the
platform and into

the first steps with
you around your
Grand Slam Offer

33 Fri

☐ **Graduation Day**

☐ Final wrap-up and
next steps

Weekend Rhythm

- **Fridays:** catch-up & quick wins (≤ 10 min)
- **Saturdays:** light reflection or kudos thread
- **Sundays:** quiet ideation / prep for Monday

WhatsApp Prompts (every action day)

Post the tiny deliverable—belief line, skill pick, headline screenshot, etc.—so Kait and the cohort can high-five, tweak, and keep you accountable.

Stick to the roadmap, keep tasks to 15 minutes, and by Day 30, you'll own a profile—and a platform—that works while you sleep.