

Holly Crawshaw



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THE FULL-BRIDGE LINKEDIN PLAN

A 6-Month Roadmap to Grow with Confidence on LinkedIn

SECTION 1: YOUR COMMITMENT CONTRACT

Start Date: _____

End Date (6 months later): _____

My Commitment: I commit to showing up consistently on LinkedIn for the next 6 months.

I will post, engage, and help others—not perfectly, but persistently.

Signature: _____

Date: _____

SECTION 2: WEEKLY CONTENT CALENDAR TEMPLATE

Instructions: Fill this in each week. Block 1 hour to plan 1 week ahead.

Day	Content Focus	Notes/Idea Seed
Monday	Educational Post	
Tuesday	Encouraging Post	
Wednesday	Entertaining Post	
Thursday	Emotive Post	
Friday	Reflection Post	



SECTION 3: 7-POST JUMPSTART WORKSHEET

Use these prompts to write your first 7 posts in advance.

- 1. The Mistake That Taught Me the Most:**
What did you learn the hard way? How can others avoid it?
- 2. My 'Half-Bridge' Moment:**
Tell the story of when you weren't fully committed—and what changed.
- 3. What I Wish I Knew 1 Year Ago:**
Speak to your past self. Others will relate.
- 4. 3 Things I've Learned About LinkedIn:**
Tactical, helpful, and honest.
- 5. Client Win or Success Story:**
Show transformation. Make it about them.
- 6. A Strong Opinion You Hold:**
Take a stand. Respectfully, clearly, and confidently.
- 7. The One Habit That Changed Everything:**
Daily, weekly, or mindset-based—share the small hinge that swung a big door.

SECTION 4: DAILY LINKEDIN CHECKLIST

Use this checklist every weekday to stay consistent and focused:

Before You Log On:

Daily Routine:

Weekly Reflection (Fridays):



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SECTION 5: YOUR BRIDGE-BUILDER MOMENT

What does success look like for me 6 months from now?

Write it in the present tense, as if it's already true:

"It's [end date]. I've stayed consistent on LinkedIn for 6 months. I've grown my audience by _____, built real relationships, and landed opportunities like _____. I feel more confident, credible, and clear than I've ever been."

Print it. Frame it. Live it.

You don't need to be perfect. You just need to finish the bridge.