

How to Host a LinkedIn Event to Generate 50+ Warm Leads in 30 Days!

[BONUS: LinkedIn Best Practices Guide and video overview](#)

The Big Idea (Read This First)

LinkedIn Events work because they:

1. Trigger LinkedIn notifications (free reach)
2. Give you a reason to start warm conversations with urgency, exclusivity, scarcity and reciprocity
3. Create timely replies and conversations with qualified prospects/referral partners
4. Turn visibility into permission-based follow-up while transferring trust, credibility and authority
5. Create valuable content you can leverage for your social media profile, posts, messages, emails, and texts

The mistake most people make is they treat LinkedIn Events like a calendar invite... not a relationship-builder.

Step 1: Pick the Right Event Format (Keep It Simple)

Choose ONE of these proven formats:

- ✓ Live Q&A
- ✓ Expert Interview
- ✓ “How We’re Solving This Problem” Session
- ✓ Case Study / Behind-the-Scenes
- ✓ Roundtable Discussion

Sweet spot:

- 45–60 minutes

- One clear problem
- One clear outcome

👉 If you can't explain the value in one sentence, it's too complicated.



Step 2: Create a Scroll-Stopping Event Title

Use this formula:

The Result + The Mechanism + The Audience

Examples:

How Business Owners Are Turning LinkedIn Conversations Into Consistent Referrals

How Coaches Are Booking More Qualified Intro Calls Without Cold Outreach

How Consultants Are Using LinkedIn Events to Create Warm Sales Conversations

🚫 Avoid:

Generic titles

Buzzwords

“Join us for a webinar...”

SAMPLE AI PROMPT:

Help me create a webinar title with 75 or less characters and powerful description that addresses the Pain/Problems my target audience (INSERT TARGET AUDIENCE DETAILS HERE) are experiencing and how I can assist them to reduce or eliminate the pain and problems they're experiencing and create the outcome they desire through

my services, expertise, experience and education. Use (INSERT WEBSITE LINK HERE OR POST FULL BIO HERE) for reference.



Step 3: Design a Simple, Professional Event Banner

Recommended size: 16:9 (1920 × 1080)

Include ONLY:

Event title

Host(s) name(s)

Date & time

“Live Q&A” or “Ask Your Questions Live”

📌 Clean > clever

📌 Clear > crowded

SAMPLE AI PROMPT:

Help me create a 16:9 LinkedIn Event Header graphic using the attached image of me (INSERT YOUR NAME AND TITLE HERE) for (INSERT DATE/DAY/TIME/TIMEZONE/DURATION HERE).



Step 4: Write an Event Description That Converts

Use this 4-part structure:

1. Call out the problem

SAMPLE: Most professionals are visible on LinkedIn... but struggle to turn attention into real conversations.

2. Position the event

SAMPLE: This live session will show you how to use LinkedIn Events to consistently generate warm leads.

3. Bullet the outcomes

SAMPLE:

- How to promote without spamming
- How to follow up naturally
- How to turn attendees into conversations

4. Invite interaction

SAMPLE: Bring your questions. This will be practical, not theoretical.

Step 5: Publish the Event 21+ Days Out

Why this matters:

- LinkedIn promotes events over time
- You want multiple touchpoints
- People need reminders (even if interested)

 Ideal timing:

Tues–Thurs, 11 AM–2 PM local time

Step 6: Promote the Event the Right Way (This Is the Gold)

Weekly cadence: 3 posts a week

- 1 event post
- 1 personal insight post
- 1 direct invite message

Simple DM invite script:

Hey [Name], I'm hosting a short LinkedIn virtual event on [topic]. Thought of you, want me to send you the link?

- ✓ Personal
- ✓ Low pressure
- ✓ Permission-based

SAMPLE AI PROMPT:

Help me create a 30 day pre-webinar and 30 day post-webinar marketing plan including social media posts, emails, texts, direct messages, and phone scripts to help me promote the event.

Step 7: Turn Registrations Into Warm Conversations

This is where 50+ warm leads/month comes from 

Before the Event

Thank them for registering

Ask ONE simple question: "What made this topic relevant for you right now?"

During the Event

- Encourage comments & questions
- Acknowledge attendees by name
- Invite engagement (polls, chat engagement and comment prompts)

After the Event

Follow up within 24–48 hours:

“Thanks for showing interest in my recent event (TITLE), what was most useful for you?”

 This is a conversation starter, not a sales pitch.



Step 8: Repurpose Once, Win Twice

After the event:

- Post a recap
- Share 1–2 short clips
- DM attendees the replay
- Invite continued conversation

One event =

- ✓ Content
- ✓ Conversations
- ✓ Leads
- ✓ Authority



Step 9: Track What Actually Matters

Forget vanity metrics.

Track:

- Conversations started
- Replies received
- Registrations
- Meetings booked
- Follow-up momentum

💡 Events are not about attendance. They're about relationship velocity.

🚀 Pro Tip: Systemize This for Predictability

If you:

- Host 1–2 events/month
- Invite intentionally
- Follow up consistently

You'll build a repeatable warm-lead engine instead of starting from scratch every month.

This is where automation + personal touch = scale.

✅ Quick Setup Checklist (One-Page Summary)

- ☐ Clear event topic & outcome
- ☐ Compelling title
- ☐ Clean banner graphic
- ☐ Event description written
- ☐ Published 21 days out
- ☐ Weekly promo posts scheduled
- ☐ Personal invites sent
- ☐ Follow-up messages ready

🔑 Final Thought

LinkedIn Events aren't about being "on stage." They're about giving people a reason to connect, a reason to respond, and a reason to continue the conversation.