

Holly Crawshaw's
SPARK IT



The LinkedIn™ Scale-Up Planner



A simple worksheet to help you break down your goals into bite-sized steps.

Step 1: Identify Your Posting Goal

→ LinkedIn™ recognizes two posts per week as “consistency” – so you should start there

→ Then, determine how many days per week you can reasonably post AND be online to comment and engage following the post going live. I recommend starting with 3 posts per week, at the same time, on the same days.

→ Then, you can scale from there.

Step 2: Break Down Content Creation into Weekly Actions

- Choose small, manageable steps that build momentum. Like:
 - Wednesdays, schedule 30 minutes to plan 3 posts.
 - Fridays, schedule 30 minutes to write those 3 posts.
 - Sunday night, review those posts and schedule them.
 - You don’t need a solid 10 hours to create content.. Start by “stealing” 30 minutes 3 days a week.
- Instead of coming out swinging with high-level video edits, start with a simply-designed Canva slide. (There are free templates for these within Canva.) When you schedule your posts, include 15 minutes to design your post attachments in Canva.
- Once you have 30-45 posts, analyze which ones went well. Tweak those posts and begin reusing them once a week. No one – and I mean no one – will remember.



Step 3: Build Engagement Habits

- Start with 30 minutes of engagement following every post. (The first 30 minutes of the “Golden Hour” are the most important.)
- Then, build from there - optimally, spending 60 minutes engaging on LinkedIn™ following every live post.
- Set small goals that guide your tone:
 - Comment on 10 posts per day.
 - Support 5 people in your network per day.
 - Respond to every comment left on your post.
 - Bonus: Ask a question with your comments

Step 4: Track Progress and Celebrate Wins

- Small wins lead to big wins. Keep track of them.
- At the end of every week, ask:
 - How many new people did I meet? (Make a list.)
 - What is one new thing I learned on LinkedIn™ this week?

Pro Tip: Focus on momentum over perfection. Showing up consistently is where the magic happens.