

Mastering AI for LinkedIn Optimisation

A plain language cheatsheet for NQ business owners · Achieve All-Star status with AI-generated copy

Why your LinkedIn profile matters in North Queensland: Procurement managers, project directors, and government agencies actively search LinkedIn for local suppliers. An incomplete profile is invisible. An All-Star profile built on your capability and value proposition gets you found. This cheatsheet shows you how to build every section using AI — in under two hours.

WHAT IS LINKEDIN ALL-STAR STATUS?

1	Profile Photo	Professional headshot — face visible, good lighting. No site gear or sunglasses.
2	Headline	220 characters: [What you do] + [Who you serve] + [Location]. Use keywords procurement managers search for.
3	About Section	2,000 characters max. Hook → what you do → who you serve → proof → call to action.
4	Industry & Location	Set to your industry (e.g. Construction) and Townsville, QLD. Critical for search visibility.
5	Education / Experience	At least one position with a description. Use STAR-format bullets: what you did + result.
6	5+ Skills Listed	List skills that match what Tier 1 contractors search for: WHS, Civil Construction, Project Management, etc.
7	Connections Growing	Target 500+ connections. Use Module 4 endorsement circle at events to accelerate this.

AI 3 Highest-Impact AI Prompts for LinkedIn

HEADLINE PROMPT

Act as a LinkedIn optimisation specialist. My business is [Business Name], a [trade/industry] company in Townsville, QLD. My primary service is [service]. My ideal client is [client type]. Write 3 LinkedIn headline variations of 220 characters or less that include my trade, location, and top keyword. Make them searchable, not salesy.

ABOUT SECTION PROMPT

Act as a LinkedIn copywriter and business branding expert. Using the Business Value Proposition below, write a 1,800-character LinkedIn About section for a NQ contractor. Structure: (1) Hook — one sentence that names the exact problem I solve. (2) What I do — 3 short sentences. (3) Who I serve — specific client type. (4) Proof — one result or project. (5) CTA — one clear next step. [PASTE YOUR VALUE PROPOSITION HERE]

SKILLS & EXPERIENCE BULLET PROMPT

Act as a LinkedIn career strategist for the Australian construction industry. Given my role as [job title] at [company name] doing [core work], generate (1) a list of 15 LinkedIn skills to add that procurement managers search for in NQ, and (2) three STAR-format experience bullets for my profile (Situation → Task → Action → measurable Result). Plain language, no jargon.

4-WEEK CONTENT CALENDAR — 3 POSTS PER WEEK

Week	Post 1 — Monday	Post 2 — Wednesday	Post 3 — Friday
Week 1	Your business story — who you are, what you do, why you started	A project result — scope, challenge, outcome (no client name required)	A tip from your trade — one thing you know that others don't
Week 2	The \$40B NQ opportunity — what it means for your trade	A common mistake businesses in your industry make (and how to avoid it)	Your team — introduce a key person or trade crew
Week 3	Before & after — a capability or safety improvement your business made	A question to your network — what's the biggest challenge you're seeing?	Your opinion on a local project, industry trend, or regulation change
Week 4	Client focus — a problem you solved (anonymised)	Your LinkedIn All-Star milestone — announce the win, tag the event	CTA post — what you're looking for: projects, partners, connections

Event Tip — Endorsement Circle: At the end of every LinkedIn All-Stars event, each attendee endorses 3 other people in the room for their top skill. This creates immediate, real endorsements and builds connections across the Townsville network. Five endorsement circles = 15+ new connections and skills verified by real local professionals.