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10 ways to ruin your LinkedIn personal brand

(and quick prompts to fix each one)

DEPOST.AI

Your headline could belong to anyone.

“Passionate about growth. Love helping people.”
Nice. But nobody knows **who you help** or **with what.**

Fix it with this prompt:
“Write 5 LinkedIn headlines for a rollercoaster who helps the audience achieve results.
Tone: clear and confident.”

You look anonymous at first glance.

No headshot. Default gray banner.
People land on your profile and feel nothing.

Fix:

- Clean headshot, simple background
- Banner = what you do + whom you help + a short line or CTA

(Your visuals should say: “This is what I’m about.“)

Your About talks to people, not to them.

Buzzwords. **Job titles.** Zero story.
People **skim and leave.**

Fix it with this prompt:
“Write a LinkedIn About section for the role. I was hoping you could start with the problem my audience has, then how I help, proof, and a simple CTA. Max 200 words.”

Your Featured section is empty.

No case studies, **no posts, no lead magnet.**
People have to guess if you're good.

Fix:

Pin 2–4 pieces:

- Best post
- Case study/testimonial
- Simple free resource
- Link to your offer or calendar

Let your work sell for you.

You post when you “feel like it”.

Once this week.
Nothing for 20 days.
The algorithm and your audience forget you.

Fix:

- Pick 3–4 content themes
- Post 3–5x per week on those only

Depost AI helps:

Turn themes into on-brand post ideas and drop them into a smart content calendar so you don’t rely on motivation.

Your posts are “nice thoughts” with no hook or outcome.

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If the first line doesn’t stop the scroll, the post is dead.

Fix it with this prompt:
“Give me 10 LinkedIn hooks for a post about a topic that speaks to the audience and promise a clear result or lesson. 1 line each.”

Use 1 hook → **build a simple story** → end with a CTA.

Your comments look like everyone else's.

"Great post!"
"Love this "
Zero personality. No conversation.

Fix it with this prompt:
"Write 5 thoughtful LinkedIn comments that add 1 insight or question on this idea: pastekeyideapaste key ideapastekeyidea. Tone: human, curious, not salesy."

Depost AI helps:

Save your best comment prompts & types so you can drop real, non-spam comments in seconds.

You connect with people then send a pitch.

Thanks for connecting. Here's my offer."
Instant distrust.

Fix it with this prompt:
"Write a friendly first DM to a type of person I just connected with. Mention their context/posttheir context/posttheircontext/post, ask 1 genuine question, no pitch."

Depost AI helps:

Generate & track personalized first DMs + follow-ups so you build relationships, not spam threads.

You treat LinkedIn like a wall, not a pipeline.

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You: post, comment, DM
Also, you forget who engaged, who is warm, and who to follow up with.

Fix:

- Track who engages often
- Tag hot/warm leads
- Set follow-up reminders

Depost AI helps:

Depost AI turns it into a simple lead-nurturing workflow instead of chaos.

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You talk about everything, so people remember nothing.

AI today. Fitness tomorrow. Crypto next week.
Nobody knows what to associate you with.

Fix it with this prompt:
“Based on my skills list and audience described, list 3 positioning options and 5 recurring content topics for each.”
Your personal brand = what people expect from you consistently.

Want a LinkedIn personal brand that quietly attracts leads?

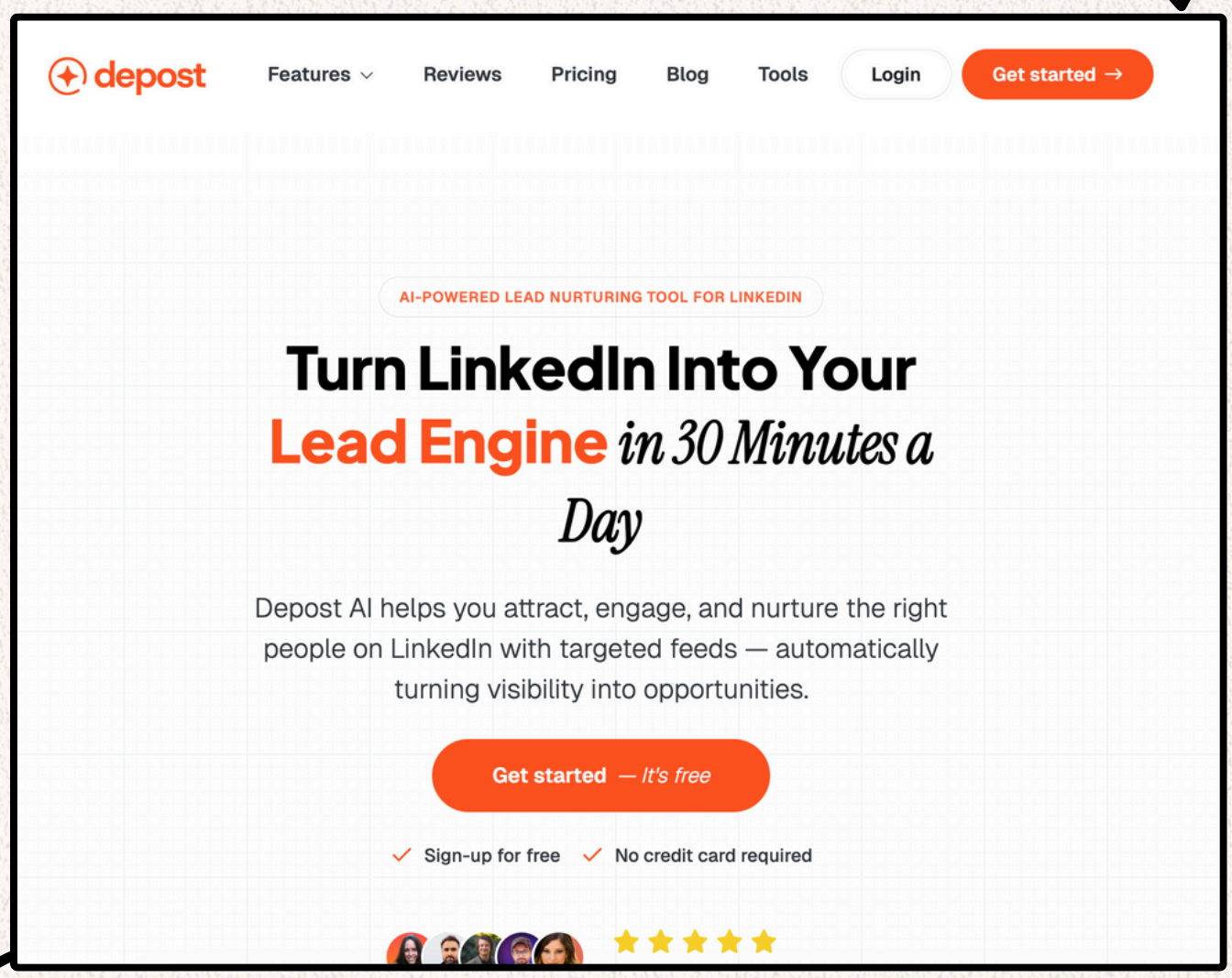
Do the opposite of these 10:

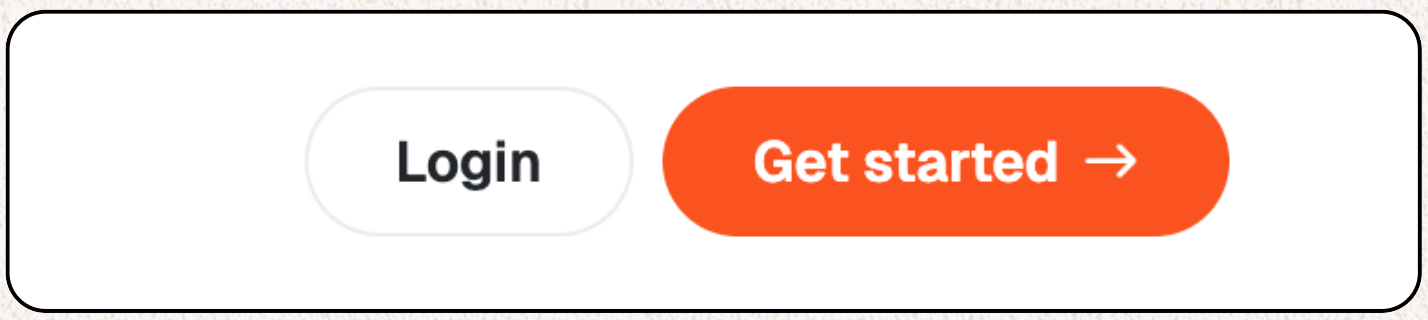
- Clear, specific headline
- Clean headshot & branded banner
- Story-driven About with proof
- Featured section that shows your best work
- Consistent posts on a few core themes
- Strong hooks + simple CTAs
- Thoughtful, non-generic comments
- Human first DMs (no instant pitch)
- Simple tracking of warm leads & follow-ups

Depost AI: Turn Your LinkedIn into a Lead Engine

Posts → Schedule → Engage → Track Leads → personlized DMs

Go to **depost.ai**





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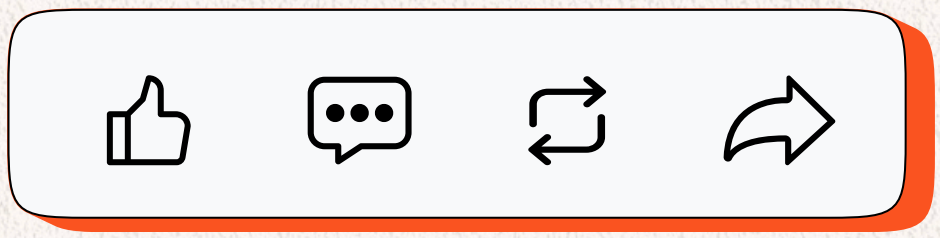
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