



InboundLi

The LinkedIn Live System

How to run a LinkedIn Live event that brings in clients.

START HERE

What this is

This is the system for running a LinkedIn Live event that brings in clients. Most of the work happens before and after the session itself.

Read this if

- You want to run a LinkedIn Live event and don't know where to start.
- You've run one before and nothing came of it.
- You post on LinkedIn and it isn't bringing you any business.
- Nobody in your space is running live events and you want that gap.

What this covers

- How the three parts fit together and why all of them matter.
- How to pick a topic and structure the session.
- The free resource that gets people to register.
- The posts to publish before the event.

- The follow-up that turns attendees into calls.
- How to set up and promote the LinkedIn Event.

Each section has a prompt you can paste into Claude. Fill in your details and use it.

One note before you start. This shows you how to build and run all of it yourself. If you'd rather have it built and run for you, the last section covers how to reach us.

SECTION 01

How it works

- **Content before the event:** post about the topic two to three weeks before the event. People who see the posts and recognise the problem are far more likely to register when you announce the session. People who don't know you find you through the event page.
- **The live event:** you cover five problems your ideal clients have, give away the free resource, and show people you know this topic well. The session is thirty minutes. The value is in who shows up.
- **Follow-up after:** personal messages to everyone who attended. The people who engaged most become calls. The recording becomes your next batch of content.

SECTION 02

Event

There is no format that works for everyone. It depends on what you're comfortable with, who your audience is, and what you want them to leave with. You can present, run a live Q&A, or bring in a guest.

One format that works well for B2B service providers: cover five problems your ideal clients have, bring in a co-host to ask questions on each one, and answer. No slides. Easier to fill thirty minutes in conversation than in a formal talk, and people leave with a clearer sense of who you are.

The co-host is someone you bring in: a peer, collaborator, or someone from your network who knows the topic. Send them the five problems a few days before. They prepare the questions. You prepare nothing else.

How to pick the topic

- One problem your ideal clients pay to solve.
- The more specific it is, the more the right person feels the event is built for them.
- Examples: how consultants turn a LinkedIn audience into a pipeline. Why most discovery calls stall and what to do differently. How to get noticed by the right companies before you reach out.

Five problems

Whatever format you use, go in with five specific problems your ideal clients have around the topic. Write them from the client's perspective. Specific enough that someone reads the list and thinks: yes, I have that right now.

Example: topic is how consultants get clients from LinkedIn

1. You post consistently but the people who engage are not the people who would buy.
2. You get likes and comments but nobody ever messages about working together.
3. You know you should be doing outreach but don't know who to reach out to or what to say.
4. You've tried direct messages and they feel awkward or get ignored.
5. You want a pipeline that doesn't depend on referrals but don't know what the system looks like.

Write your five problems

PASTE INTO CLAUDE

You're writing the five problems for my LinkedIn Live session.

Session topic: [topic, e.g., "how B2B consultants get clients from LinkedIn without cold outreach"]

My ideal client is: [role + company type + what they want to achieve, e.g. "independent consultants who sell expertise and want a pipeline that doesn't depend on referrals"]

Requirements for each problem:

- One to two sentences
- Written from their perspective: what they're experiencing right now, not what they should do
- Specific enough that the right person reads it and thinks "yes, that's exactly where I am this week"
- No marketing language: no "leverage", "optimize", "maximize", "streamline"
- Start with what they're doing or experiencing, not advice

Number them 1 to 5.

Session runsheet

0:00 – 2:30	Welcome and introductions	(co-host)
2:30 – 27:30	Five problems, two questions each	(co-host asks, you answer)
27:30 – 30:00	Key takeaway and one next step	(co-host)

Before the event

- LinkedIn Event created and published (section 07 covers this).
- Five problems written and session format decided.
- Free resource ready to give away (section 03).
- Follow-up messages drafted and ready to send the same day (section 06).

SECTION 03

Free resource

People register because there is something in it for them. Give it away in the session and again in the same-day follow-up message.

What makes a good one

- It solves one specific problem your ideal clients would pay to fix.
- It gives them something they can act on in ten minutes or less.
- It works without you: an audit template, a scoring checklist, a one-page system. General advice doesn't count.
- Narrow enough that only the right people want it. If everyone wants it, it's too broad.

Examples

- A LinkedIn profile scoring tool that shows someone exactly where their profile is losing potential clients and what to change first. Not generic tips, a specific score per section.
- A follow-up message template for discovery calls that are going cold. One page, ready to personalise and send.
- An outreach audit checklist with three specific things to fix in their current outreach before sending another message.

The more specific the resource, the more specific the people who show up for it. Someone who wants a tool for a particular problem is a better conversation than someone who showed up because it was free.

SECTION 04

Pre-event posts

Three posts. Start two to three weeks before the event. The registration link goes in the first comment on each post, not in the post body. LinkedIn reduces reach on

posts with outbound links in the text.

Post 1: announce

Publish as soon as the LinkedIn Event is live. Date, topic, who it's for, registration link in the first comment.

TEMPLATE

[One line on the core problem, not a question, not an exclamation]

If you're [specific role] and [specific situation they're in right now], this is for you.

Running a free live session on [date]. You'll leave with [one specific thing they get].

Link to register in the first comment.

Under 80 words. No "excited to announce." No "deep dive." No hashtags in the post body.

Example (sales coach, topic: getting clients from LinkedIn)

Most B2B consultants build a pipeline on referrals. Then it dries up in year two.

If you sell expertise and want clients who find you rather than the other way around, this session is for you.

Free, live, 1 July. You'll leave with a one-page LinkedIn system you can run yourself.

Link to register in the first comment.

Post 2: problem post

Publish three to five days before the event. Go deep on the specific problem the session covers. Link in the first comment.

TEMPLATE

Most [ICP] think [problem] comes down to [common misconception].

It usually doesn't.

[One sentence on what's actually causing it]

[One concrete example, specific not vague]

Going deeper on this live on [date]. Link in the first comment.

This post works because it challenges what they already believe. The misconception and the real cause need to be specific. Vague versions get ignored.

Post 3: personal invite

One week before the event. Send this as a direct message to fifteen to twenty people who fit the problem. Not a post, a DM. The reason for reaching out must be specific to each person.

DM TEMPLATE

Hi [name], running a live session on [problem] on [date] and thought of you because [specific reason, one line].

No pitch. Thirty minutes, free. Want the link?

Generic invites get ignored. "I thought of you because you posted about X last week" converts. "I thought you might find this interesting" does not.

Write your announce post

PASTE INTO CLAUDE

Write a LinkedIn announce post for my live session.

Session details:

- Topic: [topic]
- Date and time: [date, time, timezone]
- Who it's for: [ICP in plain words]
- Free resource: [name and one sentence on what it does]

Follow this structure exactly:

Line 1: The core problem in one sentence. No question mark. No exclamation mark. No "Are you struggling with..."

[blank line]

Lines 2-3: Who the session is for and what they'll leave with.

[blank line]

Line 4: "It's free. [Date]. Link to register in the first comment."

Rules:

- Under 80 words total
- No "excited to announce", "deep dive", "thrilled", "game-changing"
- No hashtags in the post body
- First person, plain language. Write it like you're telling a colleague, not publishing a press release
- The free resource gets mentioned in lines 2-3, not as a separate sell

After the event

- Pull six to ten short clips from the recording.
- Write a recap post with one takeaway per problem, link to the next event at the end.
- Turn the five problems into a newsletter issue.
- These promote the next event. One session produces four to six weeks of content.

Engagement

LinkedIn decides how far a post travels based on the engagement it gets in the first hour. The way to influence that is to be visible in the right comment sections before and after you post puts your name in front of the people you want to reach.

How to do it

- Build a list of fifteen to twenty accounts whose followers match your ideal clients.
- Before you post and in the hour after, read their recent posts and leave one real comment on each.
- The comment needs to add a point, ask a specific question, or share a short observation. Not "great post." The comment needs to be good enough that the author's audience notices it, not just the author.
- Cap at two comments per account per month. More than that reads as following someone around.

Draft comments

PASTE INTO CLAUDE

Write one LinkedIn comment for each post below.

My background: [what you do, e.g. "I run LinkedIn content and live events for B2B consultants"]

My ideal clients are: [ICP]

For each comment:

- One to two sentences
- Add one specific point, share a short observation, or ask one question that proves I read the post
- No "great post", "this resonates", "so true", or any form of compliment
- Practitioner talking to practitioner, not a fan talking to an expert
- If the post is off-topic for my space, skip it and say so

Post 1:

[paste post text]

Post 2:

[paste post text]

SECTION 06

Follow-up

Three messages. In order. Don't jump to the call offer.

Message 1: same day

Send to everyone who attended, within a few hours of the session ending.

SAME DAY

Thanks for joining today. Here's the recording, and the free [resource name] we mentioned. Hope it's useful.

Short. No pitch. Send within two hours.

Message 2: two to three days later

Send to people who stayed for the full session, asked a question in the chat, or replied to message 1.

TWO TO THREE DAYS LATER

Wanted to follow up properly. You stayed for the whole thing, so I thought this would help: [related resource or a specific observation tied to what they asked or said in the session].

What did you make of [the specific point they engaged with]?

This message must reference what they specifically said or did. A generic version gets ignored. The more specific, the more likely they reply.

Message 3: call offer

Send only when they reply to message 2.

WHEN THEY REPLY TO MESSAGE 2

Glad it landed. If it's useful, I'm happy to go through how this would work for [their company] on a quick call. No pitch, just the plan. Worth twenty minutes?

Do not send this until they reply. Sending it before earns a silence or a no.

Write personalised follow-up messages

PASTE INTO CLAUDE AFTER THE EVENT

Write personalised follow-up messages for people who attended my LinkedIn Live session on [topic] on [date].

I need Message 2 for each person below. This goes out 2–3 days after the session.

People:

1. [Full name], [title at company]: [what they did, e.g. "asked this in the chat: '...'", "stayed the full session and mentioned X", "replied to my same-day message and said '...'"]
2. [repeat for each person]

For each message:

- 3–4 sentences maximum
- Opens by referencing specifically what they said or did, not a generic opener
- Includes one short follow-on point tied to what they engaged with
- Ends with one open question that invites a real response
- No pitch in this message. That comes in message 3, only after they reply to this one
- No "I hope this finds you well", no "just following up", no "I wanted to reach out"
- Direct, genuine, one person talking to another

Label each message with the person's name.

SECTION 07

Promotion

Setting up the LinkedIn Event

1. Go to linkedin.com/events and click Create, or find Events from the grid icon on your profile.
2. Set the event type to LinkedIn Live. This broadcasts from your profile and gives the event more in-feed reach than a standard post.

3. Add the title, date and time, a short description, and a cover image. Two to three sentences on who it is for and what they will get.
4. LinkedIn generates a registration link automatically. Use this link in your posts, personal invites, and first comments.
5. LinkedIn sends reminder emails to registrants at one week, one day, and one hour before. You don't manage this manually.

Streaming tool. To go live on LinkedIn you need a third-party streaming tool. StreamYard works well and has a free tier that covers a thirty-minute session. Connect it to your LinkedIn page, set up the stream, and go live from within StreamYard. The co-host joins as a guest. LinkedIn shows the stream in-feed to your followers while it runs.

Timeline

- **Three weeks out:** Create the LinkedIn Event. Publish the announce post. Registration link in the first comment.
- **Two weeks out:** Publish the problem post. Link in the first comment.
- **One week out:** Send personal invites to fifteen to twenty people.
- **Day before:** Short reminder post. Link in the first comment.
- **Same day:** Run the session. Send message 1 within a few hours of finishing.

IF YOU'D RATHER NOT BUILD IT

We handle everything around the event. You run the session.

The content, the setup, the promotion, and the follow-up. We build and run all of it. You approve the work, run the session, take the calls, and close.

We can start with a single event before moving to a regular series.

Message us at khyati@inboundli.com



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