



BEGINNER-FRIENDLY
STEP-BY-STEP DIGITAL GUIDE

LinkedIn Newsletter Starter Guide

A clear walkthrough to set up, write, and publish your first LinkedIn newsletter without the guesswork.

PERSONAL PROFILE + COMPANY PAGE ROUTES

WHAT YOU WILL DO

01 SET UP

Choose the publisher, title, description, and cadence.

02 WRITE

Shape one useful article around one clear idea.

03 PUBLISH

Launch the first edition and invite subscribers.

FROM SETUP TO PUBLICATION.

ONE CLEAR STEP AT A TIME.

Before you click Create

A LinkedIn newsletter is a recurring series of articles people can subscribe to. The setup takes only a few minutes. The thinking you do before setup is what makes the newsletter worth following.

1. CHOOSE THE PUBLISHER

Personal profile

Best for your expertise, founder perspective, professional voice and thought leadership.

Company Page

Best for brand-led education, company news, and a publication owned by the organization.

For a Page, you need Super or Content admin access plus newsletter eligibility.

2. DEFINE THE PROMISE

Finish this sentence before naming anything:

"I help **(audience)** understand **(topic)** so they can **(result)**."

Example: Clearer marketing for small-business owners ready to show up with confidence.

ONE AUDIENCE. ONE CORE TOPIC.

3. GATHER THESE FIVE THINGS

☐ A clear title

Choose a clear, descriptive title. LinkedIn recommends avoiding emojis.

☐ A short description

Say who it is for and what subscribers will consistently receive.

☐ A realistic cadence

Monthly is a strong beginner choice. Consistency matters more than volume.

☐ A square logo

LinkedIn recommends 300 x 300 pixels. Keep it simple enough to read small.

☐ Your first topic and cover

Choose one useful idea. LinkedIn recommends a 1920 x 1080 cover image for each edition.

BEGINNER MOVE

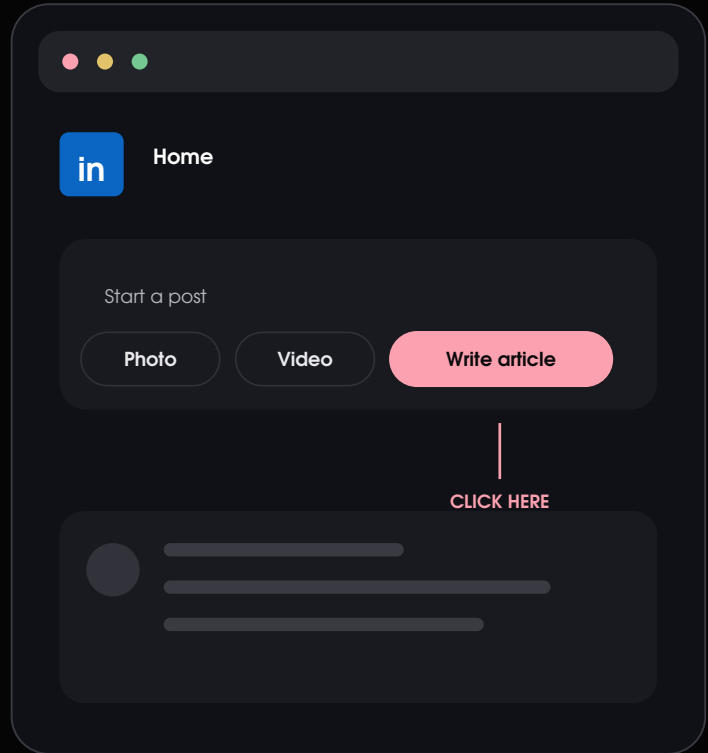
Start monthly. You can always publish more often after you build a repeatable rhythm.

Open the publishing tool

LinkedIn's desktop experience is the easiest place to complete the setup.

PERSONAL PROFILE ROUTE

- 1 **Go to Home**
Sign in and open your LinkedIn homepage.
- 2 **Find the share box**
It sits near the top of your feed and usually says **Start a post**.
- 3 **Select Write article**
This opens LinkedIn's long-form publishing tool.
- 4 **Confirm Publish as**
If prompted, choose your name and select **Next**.



COMPANY PAGE ROUTE

Use this route only if you want the newsletter to be owned and published by the business Page.

- 1 **Open your Page**
Select either Super admin view or Content admin view.
- 2 **Click Create**
Find it in the left menu.
- 3 **Create newsletter**
Select the newsletter option.

Can't find Create newsletter? LinkedIn considers audience size, recent original content, and account standing when determining eligibility.

Set up the newsletter

Personal profiles begin in the article editor. Page admins may land directly in setup.

PERSONAL PROFILE: In the editor, click **Manage** near the upper right, then choose **Create newsletter**.

Create a newsletter

Complete each field, then select Done.

NEWSLETTER TITLE

The Human Side of Marketing

DESCRIPTION

Honest, practical lessons for small-business owners...

HOW OFTEN?

Monthly

IMAGE OR LOGO



Square works best
300 x 300 recommended

DONE

WHAT EACH FIELD MEANS

1

Title

Make the subject immediately clear. Skip emojis and vague names.

2

Description

Name the reader, the topic and the value they will receive.

3

Frequency

Choose the schedule you can keep. Monthly is enough to begin.

4

Image or logo

Use a clean square graphic. LinkedIn recommends 300 x 300 pixels.

A SIMPLE DESCRIPTION FORMULA

For **(audience)** who want **(result)**, this newsletter shares **(topics)** in a **(voice or format)** on a **(cadence)** schedule.

When the fields are complete, select **Done**. Your next job is to write and publish edition one.

Write your first edition

Do not try to say everything. Build one useful article around one clear idea.

THE BEGINNER BLUEPRINT

1

Clear headline

Promise a specific takeaway. Clarity beats cleverness.

2

Strong cover

Upload a 1920 x 1080 image that supports the idea.

3

Short opening

Name the problem, make the promise and tell readers why it matters now.

4

Useful middle

Use short paragraphs, subheads, and 3 practical takeaways.

5

One next step

End with one call to action and one conversation-starting question.

The Human Side of Marketing

NEXT

COVER IMAGE | 1920 x 1080

Stop sounding like
everyone else.

END WITH ONE ACTION

Subscribe, reply, or visit one useful link.

EASY FIRST-EDITION TOPIC

Answer the question your ideal reader asks you most often. Teach the answer, share your point of view, then invite them into the conversation.

Publish and share

Your first edition launches the newsletter and creates its public newsletter page.

YOUR FOUR-STEP LAUNCH

1

Review

Check the headline, cover, links, and final call to action.



2

Select Next

Click **Next** near the upper right.



3

Publish

Choose **Publish** to make the edition live.



4

Add context

Add 2 to 4 lines of context and one question, then click **Post**.

FEED CAPTION STARTER

I created **(newsletter name)** for **(audience)** who want **(result)** without **(frustration)**.

In the first edition, I break down **(topic)** and share **(specific takeaway)**.

Read it, subscribe, and tell me: **(question)?**

KEEP IT BRIEF. Let the newsletter carry the detail.

WHAT HAPPENS AUTOMATICALLY

- A newsletter page is created when the first edition is published.
- LinkedIn automatically sends your connections and followers an invitation to subscribe.
- When a Page publishes its first edition, followers receive an invitation to subscribe.
- Subscribers may receive a notification or email when you publish again.

AFTER YOU PUBLISH

Stay present. Reply while the conversation is fresh, and save useful reader questions for future editions.

Your repeatable newsletter routine

PUBLISH THE NEXT EDITION

- 1 Click **Write article** from Home.
- 2 Confirm your newsletter title appears beside your name. If not, use the publisher dropdown or **Manage**.
- 3 Write and review the edition, select **Next**, and then select **Publish**.
- 4 Share the edition in your feed and respond to readers.

10-MINUTE FINAL CHECK

- ☐ The correct profile or Page is selected
- ☐ The headline promises one clear takeaway
- ☐ The cover is sharp and correctly sized
- ☐ Every link opens
- ☐ There is one call to action
- ☐ The closing question is easy to answer
- ☐ The cadence is realistic

QUICK FIXES

NO CREATE NEWSLETTER OPTION? Newsletter access is currently available to personal profiles. Try again on desktop, refresh the page, and confirm that you selected the correct publisher. For a Page, confirm your admin permissions and eligibility.

NEED TO EDIT THE NAME, DESCRIPTION, FREQUENCY OR LOGO? Go to **Write article**, open **Manage**, select the newsletter, then choose **Edit**.

LinkedIn allows up to five newsletters at a time. After you create or delete one, you must wait two weeks before creating another.

Your expertise is already there.
Now give people a place to subscribe.

Need help with the strategy, writing, or branded visuals?

info@aspiremarketingaz.com

aspiremarketingaz.com

