

SAGOS

— CREATE. OPTIMIZE. GROW. —

LinkedIn

30-DAY

FREE TRIAL

PLAYBOOK



30 DAYS

TO A STRONGER
PROFILE, MORE
VISIBILITY & REAL
OPPORTUNITIES

A practical 30-day guide to optimize your LinkedIn profile, build meaningful connections, and grow your professional brand—for free.



OPTIMIZE

Your Profile for
Maximum Impact



CONNECT

with the Right People
and Opportunities



ENGAGE

with Content that
Builds Authority



GROW

Your Brand and
Career, Organically

“ Small consistent actions today,
powerful results tomorrow. ”



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Designed by

SAGOS
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LinkedIn 30-Day Free Trial Playbook

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FREE TRIAL GUIDE

Welcome to Your 30-Day Playbook

LinkedIn Premium offers a 30-day free trial packed with powerful tools — but most beginners waste it. This guide gives you a proven, step-by-step framework to use every single day of your trial to build your brand, grow your network, and land real opportunities.

-  **Who This Guide Is For**
- Students and fresh graduates entering the job market
 - Early-career professionals switching roles or industries
 - Anyone who has never used LinkedIn seriously before
 - People who have activated Premium but feel lost on what to do

The 5 – Phase Framework

Think of your 30 days in 5 clear phases. Each phase builds on the previous one.

Phase 1 – Days 1-3: Profile Setup

- Complete your LinkedIn profile to 100%
 - Add photo, headline, about, skills, and experience
- Activate your Premium trial AFTER your profile is ready

Phase 2 – Days 4-7: Network Building

- Send 15–25 personalized connection requests daily
 - Target alumni, recruiters, and industry professionals
- Join relevant LinkedIn groups in your field

Phase 3 – Days 8-14: Learn & Apply

- Complete 3–5 LinkedIn Learning courses
 - Apply to 2–3 targeted, tailored jobs per day
- Send InMails to hiring managers and mentors

Phase 4 – Days 15-21: Engage Daily

- Comment on 5–10 posts every day
 - Publish 2 posts about your journey or insights
- Follow up on job applications sent

Phase 5 – Days 22-30: Convert & Secure

- Follow up with all contacts you have built
 - Request 2–3 recommendations
- Export connections and save key resources before trial ends

Chapter 1 Set Up Your Profile First

Before you activate Premium, make your profile ready to impress. This is your digital first impression.

Your profile is not just a resume — it is a searchable landing page. Recruiters search for keywords. You need to be findable before you can be hired.

Profile Optimization Checklist

- Upload a professional, well-lit headshot (no selfies or group photos)
- Write a headline with your role + value (not just 'Student')
- Write an About section: who you are, what you do, what you want
- Add all education, internships, and relevant projects
- List at least 10 skills — endorsements boost credibility
- Upload your resume in the featured section
- Enable 'Open to Work' (visible to recruiters only if you prefer)
- Customize your LinkedIn profile URL to your name

Professional Photo

Education & Projects

Keyword-Rich Headline

Skill (10+)

Compelling About Section

Open to Work Badge

All six areas should be green before you activate your Premium trial.

Quick Win

Write your headline as: [Your Role] | [Your Skill] | Helping [Who] with [What]

Example: Aspiring Data Analyst | Python & SQL | Helping businesses make sense of data

Chapter 2 🤝 Build Your Network Strategically

LinkedIn is a people platform. Your network is your net worth here

Premium lets you see who viewed your profile and gives you InMail credits to reach anyone. Use both deliberately.

Who to Connect With (Priority Order)

1. Alumni from your college or university

They are the most likely to help. Filter by school in Advanced Search.

2. Recruiters at companies you want to work at

Search 'Recruiter at [Company]' — connect with a personalized note.

3. Professionals in your target job role

Connect with 3–5 years of experience in the role you want. Learn from their path.

4. Hiring managers in your field

A connection before you apply dramatically increases visibility of your application.

5. Professors, mentors, and past internship supervisors

They can vouch for you and are often happy to refer you.

Using InMail — The Right Way

DO THIS

- Introduce yourself clearly
- Ask for the advice or a chat
- Mention common ground
- Keep it under 150 words

AVOID THIS

- Ask directly for a job
- Send generic messages
- Mass message everyone
- Follow up within 24 hrs

The difference between a reply and no reply often comes down to how you open the message.

✉ InMail Template That Gets Replies

Hi [Name], I came across your profile and loved your work in [specific area].
I'm an aspiring [role] and would love to get your perspective on [specific question].
Would you be open to a 15-minute chat? I'll work around your schedule.

Keep it under 100 words. Be specific. Ask for advice — not a job.

LinkedIn Learning — Your Free MBA

Premium gives you access to 22,000+ courses. But be selective. Complete courses that recruiters actively look for.

 Beginner Courses	 Career-Boosting Courses
Communication Foundations	Excel Essential Training
Time Management Fundamentals	Project Management Foundations
How to Use LinkedIn	Python for Non-Programmers
Resume Writing Tips	Data Analysis Fundamentals
Interview Preparation	AI Tools for Business

Applying for Jobs the Smart Way

Do not apply to 100 jobs blindly. Apply to 10 jobs brilliantly.

1. Save and research the job first
Read the full description. Identify the top 5 keywords they use. Mirror those in your resume.
2. Find the hiring manager on LinkedIn
Search the company + job title. Connect with them before you apply.
3. Tailor your resume for each role
Adjust your headline and summary to match the job. One size does not fit all.
4. Apply, then send a follow-up InMail
Send a short, friendly InMail within 24 hours of applying to stand out.
5. Follow up after 7 days
One polite follow-up email or InMail significantly improves your response rate.

Pro Tip

After completing a course, add the certificate to your LinkedIn profile. Recruiters notice them — especially AI, Excel, and communication certifications.

Chapter 4 Engage & Stay Visible

Posting and commenting builds your brand. Visibility leads to opportunities.

Premium boosts your profile views — but only if you are active. The LinkedIn algorithm rewards consistency and engagement.

Your Daily 20-Minute Engagement Routine

Time	Activity	Why It Matters
5 mins	React to 10 posts in your feed	Keeps you visible in your connections' feeds
7 mins	Leave 3 thoughtful comments	Comments get more reach than likes
5 mins	Send 3 connection requests	Steady daily growth compounds over 30
3 mins	Reply to any messages received	Response speed signals professionalism

What to Post — 5 Easy Content Ideas

- Share a lesson you learned this week from LinkedIn Learning
- Document a project you completed or are working on
- Comment on a recent industry news article with your opinion
- Write about why you chose your career path — authenticity resonates
- Celebrate a small win: a certification, a connection, an interview

Comment Formula That Gets Noticed

Agree/Disagree + Specific Reason + Your Experience or Insight + Question to Author

Example: 'This is so true — I found that personalizing applications doubled my response rate. Has anyone else tried the 'connect before you apply' strategy? Curious if it works in tech.'

Chapter 5 🎯 Convert Effort into Results

The final week is about turning your groundwork into actual outcomes.

By Day 21, you should have a polished profile, 200+ connections, several courses done, and a few applications out. Now it is time to convert.

Your Week 4 Action List

- Follow up on every job application you sent in weeks 2–3
- Message every recruiter or hiring manager you connected with
- Ask 2–3 people for a LinkedIn recommendation (be specific about what to highlight)
- Export your connections list before Premium ends (Settings → Data Privacy)
- Save all course certificates and bookmark useful profiles
- Review who viewed your profile — connect with anyone promising
- Decide: Is the Premium subscription worth continuing? Cancel if not.

🔔 Don't Forget

Set a reminder 3 days before your trial ends to decide on subscription.

Even if you cancel, everything you built — connections, profile, posts — stays with you.

Your Complete 30-Day Calendar

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Day 1–7	Day 8–14	Day 15–21	Day 22–30
Profile & Setup	Learn & Connect	Engage & Apply	Convert & Secure

Four weeks. Four phases. One career transformation.

Week	Focus	Daily Actions
Week 1 Days 1–7	Profile & Setup	Complete profile → Activate Premium →
Week 2 Days 8–14	Learn & Apply	3 courses → Apply to 5 jobs (tailored) → Send 10
Week 3 Days 15–21	Engage & Grow	Comment daily → Apply 5 more jobs → Attend 1
Week 4 Days 22–30	Convert & Secure	Follow up everything → Ask for

Track Your Progress — 30-Day Scorecard

Fill this in daily. Seeing your numbers grow keeps you motivated.

0

Connections
Made

0

InMails
Sent

0

Jobs
Applied

0

Courses
Done

0

Posts
Published

0

Interviews
Got

Your personal scorecard — aim to fill every number by Day 30.

You have everything you need. Start today.
30 days. One trial. One career that could change everything.
Questions? We are here to help. support@getsagos.com | www.getsagos.com