
The AI Builder's LinkedIn Launch Kit

You learned to build. Now learn to be seen.

Agent-J+

From builders, for builders.

agent-j-plus.com

The Visibility Gap

You finished the course. You can build automations in n8n, write prompts that actually work, set up Claude Code with a proper project structure. You know how RAG systems work. You can wire an API integration in an afternoon. Six months ago, none of this existed in your head. Now it does.

And nobody knows.

Your LinkedIn headline still says "Marketing Manager" or "Data Analyst" or whatever you were before you started building. Your About section talks about a career you are already leaving behind. Your feed is empty, or worse, full of reposts from people who talk about AI but have never built anything with it.

Meanwhile, people with half your skills are getting inbound messages. They are landing freelance projects. They are getting interviews where the hiring manager already knows what they can do. The difference is not ability. It is visibility.

Do the math: 60 hours learning to build AI automations, zero hours telling anyone about it. That makes you invisible to every person who could hire you, partner with you, or refer you.

This guide is a weekend project. By Sunday evening, your LinkedIn profile will say what you actually do, and you will have your first posts drafted and ready to publish. No fluff, no "personal branding theory," no 47-step content strategy. Just the minimum viable moves that turn "I can build" into "people know I can build."

You do not need to become a LinkedIn influencer. You need to become findable.

Let's fix that.

Your Positioning Statement

Before you touch your headline, your About section, or a single post, write one sentence. This sentence is the foundation for everything that follows.

The formula:

I help [WHO] [DO WHAT] using [HOW].

That is it. Three blanks. If you cannot fill them in, you are not ready to post yet. And that is fine. Filling them in is the work.

Example 1: The career switcher

Before: "Former accountant exploring AI and automation tools."

After: "I help small businesses automate their invoicing and reporting using n8n and Claude."

What changed? "Exploring" became doing. A vague interest became a specific service for a specific audience.

Example 2: The freelancer

Before: "AI enthusiast and freelance developer available for projects."

After: "I build AI-powered content pipelines for marketing agencies using Claude, n8n, and Notion."

What changed? "Available for projects" says nothing about what you actually deliver. The rewrite names the output, the audience, and the tools.

Example 3: The builder-in-public

Before: "Learning AI automation, sharing my journey."

After: "I build one AI automation per week and document what works, what breaks, and what I would do differently."

What changed? "Sharing my journey" is passive. The rewrite turns learning into a content angle with a clear rhythm (one per week) and a specific promise (what works, what breaks).

Your turn:

Write your sentence now. Not later, not after you read the rest of this guide. Now. Use the formula. It will be rough. That is normal. You will rewrite it three more times before it feels right. But you need a first draft to work with.

I help _____ do _____ using _____.

Keep this sentence open next to you. Your headline, About section, and first posts all point back to it.

Your Headline

LinkedIn gives you 220 characters. This is the single most-read line on your entire profile. It shows up in search results, under every comment you write, next to every connection request you send, and above every post you publish. Most people waste it on a job title.

The formula:

[What you do] + [for whom] + [with what result or tool]

Not your job title. Not your employer. What you do for other people.

Before	After
Marketing Manager	I build AI workflows that cut marketing ops from 6 hours to 45 minutes
Freelance Developer	Building AI automations for agencies that want to stop hiring for repetitive work
Data Analyst	I turn messy spreadsheets into dashboards that update themselves using Claude and n8n
Career Switcher	Former operations lead. Now I build AI agents that handle what took me a team of 3
Student	Learning AI automation in public. One project per week, every week
Solopreneur	I run my business with AI handling the parts I used to hire freelancers for
Coach	I use AI to build client onboarding, session prep, and follow-up sequences that used to eat my evenings
Insurance Agent	I automate client check-ins, policy renewals, and market reports so I spend time on relationships, not admin
Content Creator	I use AI to go from idea to published post in 20 minutes. One piece per day, every day
Operations Manager	I replace manual SOPs with AI workflows that run themselves and flag exceptions
Consultant	I help mid-size companies find the 5 processes where AI saves them the most time
Product Strategist	I use AI to draft PRDs, run competitor analysis, and prep GTM plans before the meeting starts
Project Manager	I build AI-assisted status reports, resource trackers, and risk alerts for my team

Small Business Owner	I run a 4-person company with AI handling the work of 10. Building in public
Agency Founder	I replaced 3 freelancer roles with AI automations. Same output, a fraction of the cost

What makes these work:

They all start with an action, not a label. "I build," "I turn," "Building." They name who benefits or what changes. And they are specific enough that a stranger knows in five seconds whether they want to click your profile.

Two things to avoid:

1. Buzzwords without proof. "AI visionary" or "automation expert" tells nobody what you actually do. Replace any self-given title with a description of your output.

2. Trying to appeal to everyone. "Helping businesses grow with AI" is so broad it means nothing. Pick one audience. You can always change it later.

Go back to your positioning statement from the last page. Turn it into a headline using the formula. Read it out loud. If it sounds like something a person would say at a dinner table, it is probably right. If it sounds like a press release, cut it in half.

Your About Section

On mobile, LinkedIn shows the first 275 characters of your About section before cutting it off with "See more." That means your opening line does all the heavy lifting. If it starts with "I am a dedicated professional with 10 years of experience in...", nobody clicks. It is gone.

The 3-paragraph framework:

Paragraph 1: The Hook

Open with the problem you solve, a specific result, or a statement that makes someone want to read more. Not your bio. Not your job history. The thing that earns the click on "See more."

Paragraph 2: What You Do

Get concrete. What do you build? What tools do you use? What have you delivered? If you are early in your AI journey, write about what you are building right now and what you are learning. Specifics beat credentials. "I built an n8n workflow that sends daily client reports using Claude" is stronger than "I have experience with AI tools."

Paragraph 3: The Bridge

One clear next step for the reader. Follow you for weekly build posts? DM you about freelance work? Check your portfolio? Pick one. Not three, not five. One action that matches what you actually want to happen.

Full before/after example:

Before:

"I am a marketing professional with 8 years of experience in digital marketing, content strategy, and brand management. I am passionate about using technology to drive results. Currently exploring AI and automation tools to enhance marketing operations. Open to new opportunities."

After:

"Last month I automated our entire weekly reporting process. What used to take my team 4 hours every Monday morning now runs on its own by 7 AM. The dashboard updates, the summary email goes out, and nobody touches a spreadsheet."

I spent 8 years doing marketing ops manually. Now I build the AI workflows that replace the manual parts. My stack: Claude for content and analysis, n8n for automation, Supabase for data,

Notion for project tracking. I document what I build and share what works.

If you are a marketing team that spends too much time on reporting and not enough on strategy, follow along. I post one build per week."

The "before" version lists qualifications nobody reads. The "after" version opens with a result (the Monday reporting story), shows the stack, and closes with a reason to follow. A hiring manager or potential client reads the "after" and knows exactly what this person does.

Write yours now. Start with paragraph 1. What is the most interesting thing you have built or learned in the last 30 days? Open with that. Not with "I am a..."

Your First 5 Posts

The hardest post is the first one. After that, it gets easier. These five templates give you a full week of content. Each one follows a different format so you can figure out what feels natural and what your audience responds to.

Post one thing every few days. That is it. No content calendar, no batching strategy, no overthinking. Just five posts across your first two weeks.

Post 1: "What I Built This Week"

Show your work. Take a screenshot of the automation, the dashboard, the bot, the workflow. Describe what it does in plain language. What problem does it solve? Who is it for?

Skeleton:

This week I built [WHAT].

It does [FUNCTION] for [WHO].

Before this existed, [HOW IT WAS DONE MANUALLY].

Now it runs in [TIME/FREQUENCY] without anyone touching it.

[SCREENSHOT]

Next week I am working on [WHAT IS NEXT].

Why this works: People love seeing things that actually work. A screenshot of a real workflow is more convincing than any paragraph about your skills. This post says "I build things" without you having to say "I build things."

Post 2: "The Problem I Solved"

Mini case study. Something was broken or slow or expensive. You fixed it. Walk through the problem, what you tried, and what worked.

Skeleton:

[SOMEONE/SOMETHING] had a problem: [DESCRIBE IN ONE SENTENCE].

First I tried [APPROACH 1]. That did not work because [WHY].

Then I tried [APPROACH 2]. That got closer but [LIMITATION].

What actually worked: [THE SOLUTION].

Result: [SPECIFIC OUTCOME, WITH NUMBERS IF POSSIBLE].

The lesson: [ONE TAKEAWAY].

Why this works: Problem-solution stories are the oldest format that works on LinkedIn. Showing failed attempts before the solution makes it credible. Nobody trusts a post where everything works perfectly on the first try.

Post 3: "What I Learned The Hard Way"

Something tripped you up. An assumption that was wrong. A tool that did not behave as expected. An approach that wasted your time.

Skeleton:

I spent [TIME] on [TASK] this week.

My assumption: [WHAT YOU EXPECTED].

What actually happened: [WHAT WENT WRONG].

The fix: [WHAT YOU DID DIFFERENTLY].

If you are working with [TOOL/APPROACH], watch out for this.

Why this works: Vulnerability is rare on LinkedIn. Most people only post wins. When you share a mistake and what you learned from it, people pay attention because it feels real.

Post 4: "My Stack"

List the tools you use and why. Not a generic "top 10 AI tools" listicle. YOUR tools, YOUR reasons, YOUR workflow. How they connect to each other.

Skeleton:

I get asked what tools I use. So here is my current stack:

1. [TOOL 1]: I use it for [PURPOSE]. Why: [ONE SENTENCE].

2. [TOOL 2]: I use it for [PURPOSE]. Why: [ONE SENTENCE].

3. [TOOL 3]: I use it for [PURPOSE]. Why: [ONE SENTENCE].

How they connect: [ONE PARAGRAPH ON YOUR WORKFLOW].

What I dropped recently: [TOOL YOU STOPPED USING AND WHY].

Why this works: Tool posts get high engagement because people are always looking for recommendations. Adding "what I dropped" makes it more interesting than a plain list.

Post 5: "The Before/After"

Transformation post. What did a task look like before AI? What does it look like now? Time saved, steps removed, quality changed.

Skeleton:

Before: [DESCRIBE THE OLD PROCESS, WITH PAIN POINTS].

Time: [HOW LONG IT TOOK]. Steps: [HOW MANY MANUAL STEPS].

After: [DESCRIBE THE NEW PROCESS].

Time: [HOW LONG NOW]. Steps: [HOW MANY STEPS NOW].

What changed: [THE TOOL OR WORKFLOW THAT MADE THE DIFFERENCE].

The part nobody talks about: [ONE HONEST OBSERVATION].

Why this works: Before/after is a visual format even when it is text. The contrast does the persuading. Adding "the part nobody talks about" gives room for honesty about trade-offs.

One rule for all five posts: Write like you are explaining it to a friend over coffee. If you catch yourself writing in a way you would never actually speak, delete that sentence and say it simpler. LinkedIn rewards clarity, not complexity.

Share the Journey, Not Just the Results

LinkedIn is full of people posting wins. "Just launched this." "Just closed that." "Here are my 7 tips for success." Scroll for two minutes and you would think everybody is crushing it all the time.

Nobody believes it anymore.

The posts that actually get people to stop scrolling, to comment, to send a DM saying "I feel the same way" are the ones where someone is honest about the parts that did not go well. The confusion. The doubt. The Wednesday evening where you stared at an error message for two hours and wondered if you picked the wrong path.

This is not about performing vulnerability for engagement. It is about telling the truth. Learning something new is hard. Switching directions in your career is scary. Building with AI when you have never written a line of code feels like jumping into water without knowing how deep it is. Everyone going through this feels it. Almost nobody talks about it publicly.

That is your opening.

Why this matters more than your wins:

When you post "I built this cool automation," people think "good for you." When you post "I spent three days stuck on something that turned out to be a one-line fix, and I almost gave up on Tuesday," people think "that is me." The first post gets a few likes. The second one starts conversations.

Your audience is not impressed by perfection. They are looking for someone a few steps ahead of them who is honest about what those steps felt like.

Five prompts to get you writing:

These are not templates. There is no skeleton to fill in. Just sit with the question and write what comes up. The rougher it sounds, the better it will land.

1. The moment you almost quit

What happened? What made you want to stop? What made you keep going anyway? Maybe it was a person, maybe it was stubbornness, maybe you just did not have a better option. Write about that moment honestly.

2. The skill that took way longer than you expected

Everyone talks about what they learned. Nobody talks about how long it actually took. The gap between "I watched a tutorial" and "I can actually do this on my own" is enormous, and pretending it does not exist helps nobody.

3. The project that flopped

You built something. It did not work. Or it worked but nobody cared. Or you realized halfway through that you were solving the wrong problem. What did you take away from it?

4. The fear that you are too late

Everyone switching into AI has this thought: "The people who started two years ago are already way ahead. I missed the window." Write about that fear. Whether you still have it, how you deal with it, why you decided to start anyway. This one resonates because almost every person reading it has the exact same thought and has never said it out loud.

5. The gap between what you know and what you can prove

You understand how these tools work. You have built things. But you have no portfolio, no testimonials, no public track record. Writing about this gap honestly is more compelling than pretending it does not exist. It also invites people to help: "I am looking for my first real project" is a post that gets responses.

One thing to watch out for:

There is a difference between being honest and performing struggle. If you catch yourself dramatizing something to get a reaction, pull back. Write it the way you would tell a friend, not the way you think a LinkedIn post should sound. The point is not to make people feel sorry for you. The point is to let them see themselves in your story.

Your Launch Plan

Keep this page open on a second screen or tab. Work through it top to bottom. Everything above this page gave you the thinking. This page is the doing.

Saturday: Your Profile

- Profile photo updated (recent, clear, not cropped from a group photo)
- Banner changed from the default blue gradient (even a simple text banner that says what you do is better than nothing)
- Headline rewritten using the formula from the Headline section
- About section rewritten using the 3-paragraph framework
- Featured section: pin one project, one build, or one link that shows what you do
- Remove or update any job descriptions that no longer reflect where you are heading
- Turn on Creator Mode if LinkedIn offers it on your account

Sunday: Write Your First Three Posts

Do not try to write all five in one sitting. Write three. Save the other two for later in the week when you have something fresh to talk about.

- Write Post 1 (What I Built This Week)
- Write Post 2 (The Problem I Solved)
- Write Post 3 using one of the journey prompts
- Draft Posts 4 and 5 (publish these later in the week)

Quick formatting rules:

Short paragraphs. One to two sentences max. LinkedIn is read on phones. A wall of text gets scrolled past.

Line breaks between paragraphs. Hit enter twice. Give every thought room to breathe.

The first two lines are everything. On mobile, LinkedIn cuts your post after roughly 140 characters with a "...see more" link. If your opening line is boring, nobody clicks. Start with the most interesting sentence, not the context.

No hashtags in the body. If you use them, put 3-5 at the very end as a separate line.

Images and screenshots get more reach. A screenshot of your workflow, a before/after, even a photo of your desk while you are building. Posts with visuals get shown to more people.

How to Post: The Mechanics

1. Click "Start a post" at the top of your LinkedIn feed
2. Write your text (or paste it from your notes)
3. Add an image if you have one (the camera icon at the bottom)
4. Do not add a link in the post body. LinkedIn suppresses posts with external links. If you need to share a link, put it in the first comment after publishing.
5. Hit "Post"
6. Immediately add a comment with any links or extra context

When to post: Weekday mornings work best for most audiences. Tuesday through Thursday between 8 and 10 AM in your timezone is a solid starting point. But consistency matters more than timing. Posting every Tuesday at 9 AM is better than chasing the "perfect" time and posting randomly.

How often: Start with 2-3 posts per week. Not 5. Two good posts per week, every week, for a month will do more for you than a burst of five followed by silence.

Continuity is what builds an audience. One post per week for 12 weeks beats 12 posts in one week followed by nothing. The algorithm rewards people who show up consistently, and so do readers.

The Engagement Side: Commenting

Posting is half the game. The other half is showing up in other people's comment sections. This is how people discover you before they ever see your posts.

Daily habit (10-15 minutes):

- Find 3-5 posts in your niche (search for topics you care about, follow people who post about AI, automation, the tools you use)
- Leave a real comment on each one. "Great post" does nothing. A real comment adds your perspective, shares a related experience, asks a question, or respectfully disagrees. Two to three sentences minimum.
- When someone comments on YOUR post, reply to every single one. Especially in the first hour. LinkedIn shows your post to more people when the comment section is active.

Why commenting works: Every comment you write puts your name, your photo, and your headline in front of that person's entire audience. If your headline says what you do (and it does now, because you fixed it), every comment is a mini-advertisement that costs you nothing but 30 seconds of thought.

Who to follow and engage with: People in your industry who post about AI and automation. People who are a few steps ahead of you in the same journey. People who post the kind of content you want to create.

Monday Morning: Go Live

- Publish Post 1
- Comment on 3-5 posts in your niche
- Accept any pending connection requests and send a one-line welcome note (not a pitch, just "Thanks for connecting, good to have you here")
- Breathe. The first one is the hardest. It gets easier from here.

End of Week 1: Check In

- At least 2-3 posts published
- Look at which post got the most engagement. Write more like that one.
- Look at which post felt easiest to write. That is probably your natural format.
- Write down one thing you would do differently next week

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- Decide your rhythm for week 2 (same days? same time? more or fewer posts?)

The goal is not to go viral. The goal is to become a regular. Someone who shows up, shares what they are building and learning, and does it consistently enough that people start to remember your name. That takes weeks, not days. Start this week and keep going.

What's Next

This guide gave you the manual version. Write your positioning statement, rewrite your headline, draft your posts by hand. That works, and it is where everyone should start.

When you are ready to move faster, there is a free Claude skill called the **LinkedIn Growth Operator** that automates most of what you just did: voice analysis from your writing samples, hook generation in your voice, full post drafts, profile audits scored across 6 dimensions, competitor research, trending topics for your niche. It is available inside **Agent-J**, our free Skool community for AI builders. No paywall, no trial period. Just join and grab it.

<https://www.skool.com/agent-j>

When You Are Ready to Build for Real

Agent-J+ is where people go when watching tutorials is not enough anymore.

It is a paid community. Here is what you walk into: five live sessions every single week with instructors who build with these tools for a living. Not pre-recorded courses. Not "office hours" where nobody shows up. Real sessions where people bring their projects, get stuck, and we figure it out together on screen.

The weekly schedule:

Monday: Claude Cowork Session

Tuesday: Build It, Weekly Project

Wednesday: Claude Code

Thursday: Prompting Masterclass

Friday: Office Hours

That is every weekday. Every week. With the same people showing up, helping each other, building things that actually work.

Who is in there:

Solopreneurs, agency owners, small business owners, consultants, coaches, content creators, a product strategist, someone in VC, an insurance agent, lead gen specialists, people building digital products. About two thirds of them had never built anything with AI before joining. They used ChatGPT or Claude for chat but had never wired an automation or written a line of code. The rest had built things before and wanted to go deeper. The thing they all have in common: they decided to build, not just read about it.

What makes it different:

We are not a course factory. Nobody here is selling you a \$2,000 masterclass and disappearing. The instructors are in the community every day. They answer questions, they review your work, they show you their own mistakes. When Balazs debugs a broken workflow live on a Tuesday call, you see the messy version, not the polished recap.

From builders, for builders. We all started where you are right now.

There is a 12-lesson curriculum that takes you from "what is an API" to building production-grade AI automations. There are over 1,000 Claude skills you can install and use immediately. There are handouts, build guides, and lead magnets from every session we have ever run. And there is a 90-day money-back guarantee: if you show up, do the homework, and do not walk away with something working, you get your money back.

But the real value is not the content. It is the room. It is asking a question at 6 PM on a Wednesday and getting an answer from someone who hit the same wall last month. It is watching someone else's project come together and realizing you could build that too. It is the moment you stop thinking of yourself as someone who is "learning AI" and start thinking of yourself as someone who builds with AI.

That shift does not happen from reading. It happens from doing, with people around you who are doing the same thing.

<https://www.skool.com/agent-j-plus>

Still deciding? Start with the free community. Grab the LinkedIn Growth Operator skill. Use this guide. Post your first few pieces of content. If you find yourself wanting more, the door is open.