



Conversion-Focused LinkedIn for Busy Founders



LinkedIn Mastery



Platform Mastery



Community Mastery



Content Mastery

You're in the right place if....

- You have an offer to sell but don't want to use paid ads or extensive launches
- You want to grow & build an audience that knows you for your expertise
- Your ideal decision maker has a LinkedIn account they log into



PRESS

Bustle

●● Medium

THOUGHT CATALOG

 **TODAY**

InStyle

Hi,
I'm **Molly**



Co-founder of Build Impact Convert & a LinkedIn Growth Strategist who helps solo-founders & service-based providers navigate scaling their businesses online w/ ease, intention, and authenticity so they can double & triple their impact without overwhelm & burnout.





Top Ranked Viral Content Creator & Relationship Coach Featured In...

Bustle ●● **Medium** **TODAY** **InStyle**

GET UNSTUCK
& ROCK YOUR NEXT
RELATIONSHIP

Why are you still single?

successfullove.com



Molly Godfrey (She/Her)



Successful Love

Go-to Dating & Relationship Coach for High-achieving Women in their 30's | Art & Science to Get Unstuck and Create Your Dream Relationship

Talks about #dating, #mindset, #relationships, #personaldevelopment, and #emotionalintelligence

Miami, Florida, United States · [Contact info](#)

[Find a Partner, FREE WORKSHOP](#)

6,929 followers · 500+ connections

Open to

Add profile section

More



*when was the last time you thought to yourself I *know* I need to be active on LinkedIn?*

TODAY'S THE DAY TO START ATTRACTING OPPORTUNITIES W/ YOUR CONTENT



[→ don't get left behind online](#)

Molly Godfrey

Build
Impact
Convert.

[Build Impact Convert](#)

Helping Women CEOs & Founders of Mission-Driven Multi 6-Figure+ Businesses Confidently Share Their Story Online | Co-Founder | Viral Content Creator (Featured in Today, Instyle, Bustle) | LinkedIn Ghostwriting & Growth
New York, New York, United States
8K followers · 500+ connections



[See your mutual connections](#)



**The # 1 LinkedIn
outcome I really
want to experience
in 2024 is
_____?**



**The # 1 LinkedIn
challenge I'd love to
overcome in the
next 90 days is**

LinkedIn challenges may include...



- No ROI (clients signed) for amount of posting
- Inconsistent presence
- The wrong types of people reaching out

It's not you, it's 2024...



1. Social Media Burnout

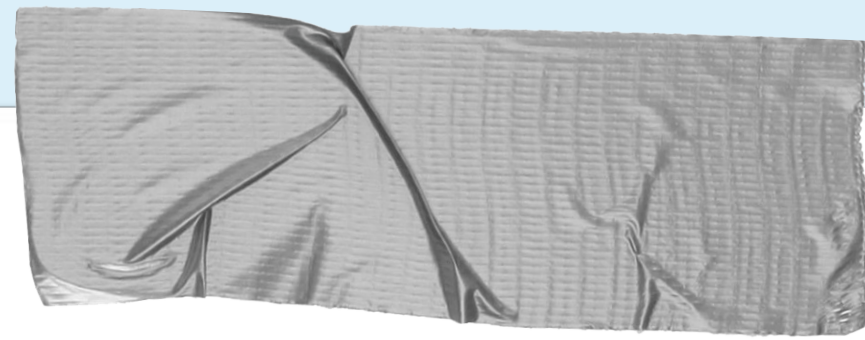
(people's relationship & use of it has changed
aka harder to capture attention)

2. Smarter consumers

(typical 'marketing tactics' no longer work)

3. Economy + lower budgets

(people are MUCH tighter with their \$)



The Answer?

Optimized content

Supporting, high ROI
LinkedIn actions

Strategic relationship
management

Platform Mastery



NOT IG/FB/Email



Social Selling



Omnipresence

Platform Mastery



NOT FB/IG/EMAIL



Social Selling



Omnipresence

Platform Mastery



NOT IG/FB/Email



Social Selling



Omnipresence

Platform Mastery



NOT IG/FB/Email



Social Selling



Abundance

LinkedIn Mastery



Platform Mastery



Community Mastery



Content Mastery

Community Mastery



1

Your content is
NOTHING w/out
engagement

2

Borrow Audiences &
Referrals

3

Comments



Molly Godfrey (She/Her)

Go-to Dating & Relationship Coach for High-achieving Women in Their ...
8mo • 🌐



Your earnestness is hurting your dating life

You're not the only one who hates small talk

I can't tell you how many people come to me saying "dating online" ...see more



3

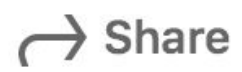
3 comments



Like



Comment



Share



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623 views of your post in the feed



Molly Godfrey (She/Her)

Go-to Dating & Relationship Coach for High-achieving Women in Their ...
4mo • 🌐



Your earnestness is hurting your dating life

You're not the only one who hates small talk

I can't tell you how many women come to me saying "dating online" ...see more



12

15 comments



Like



Comment



Share



Send



1,494 views of your post in the feed

Community Mastery



1

Your content is
NOTHING without
engagement

2

**Borrow Audiences ->
Referrals**

3

Commenting

Community Mastery



Your content is
NOTHING without
engagement



Referrals



Comments



Molly Godfrey (She/Her) • You
Go-to Dating & Relationship Coach for High-achieving Women in Th...

"how you do one thing is how you do everything" mastering money management no matter your income will ensure you can manage all that comes in when you scale

Like · 13 | Reply · 3 Replies

1d ...



Kathleen Godfrey • 1st

Independent Registered Investment Advisor

so many of the things we take for granted were invented by women. Who, ironically, are frequently taken for granted. Let's stop this crazy cycle and give women their due! Th ...see more

Like · 55 | Reply

2w ...



Community Mastery



**Your content is
NOTHING without
engagement**



**Borrow Audiences ->
Referrals**



Commenting

Objections



1

2

3

LinkedIn Mastery



Platform Mastery



Community Mastery



Content Mastery

Content Mastery



1

5 Ways to Influence Your Audience

2

'Personal Story' Content

3

Online Writing Basics

Content Creation 101: 5 Deepest Psychological Triggers

People will do anything
for someone who...



People will do anything for someone who...

- Encourages their dreams
- Helps them get over their fears
- Justifies their failures
- Confirms their suspicions
- Helps them throw rocks at an enemy



5 Deepest Psychological Triggers

1


**Encourages their
dreams**



5 Deepest Psychological Triggers






Encourages their dreams





 **Molly Godfrey** (She/Her)
Go-to Dating & Relationship Coach for High-achieving Women in Their 3...
1d • 🌐


You're going to meet someone


Act accordingly

...see more
21 comments

   Kevin Smith and 29 others

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 **Molly Godfrey** (She/Her) • You
Viral Content Creator (Featured in Today, Instyle, Bustle) | Link...
9mo • 🌐


You're only one connection away from meeting the right person.

Don't underestimate the power of acquaintances in helping you to meet a future partner.

...see more
6 comments

   37

  Like  Comment  Repost  Send

 2,718 impressions [View analytics](#)

5 Deepest Psychological Triggers

2


**Justifies their
“failures”**



5 Deepest Psychological Triggers






Justifies their failures






 **Molly Godfrey** (She/Her) · You
Viral Content Creator (Featured in Today, Instyle, Bustle) | Link...
1yr · 🌐


Let's face it, modern dating is hard.


Red flag this. Red flag that.

Try to tune that out + focus on this instead: ...see more

   36 27 comments




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 5,670 impressions View analytics


 **Molly Godfrey** (She/Her) · You
Viral Content Creator (Featured in Today, Instyle, Bustle) | Link...
10mo · 🌐

Divorce your work husband if you want to actually find your real husband

Thank you!

   84 14 comments

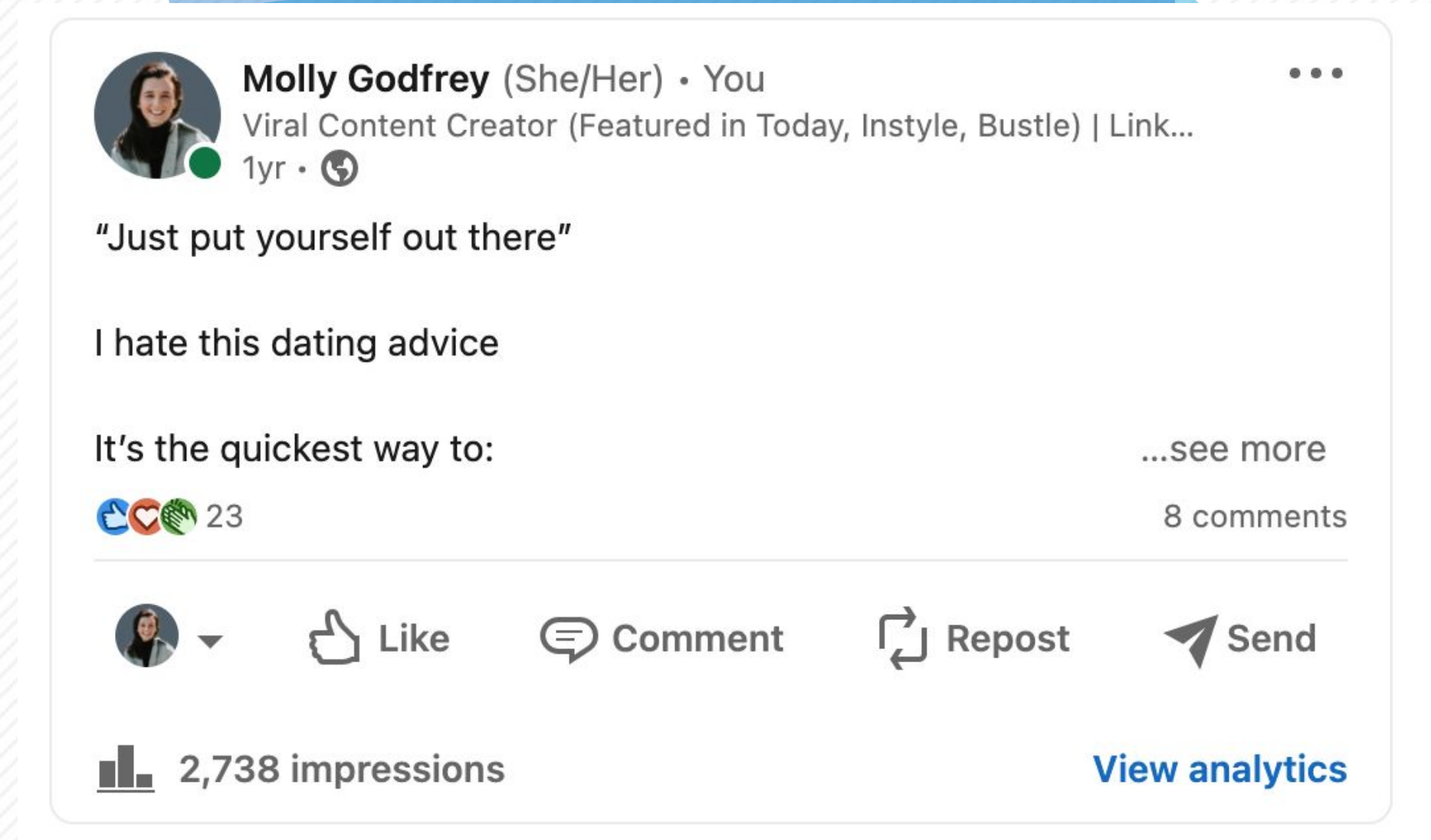
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 10,417 impressions View analytics

5 Deepest Psychological Triggers

2

Justifies their failures



A screenshot of a Facebook post by Molly Godfrey. The post text reads: "Just put yourself out there", "I hate this dating advice", and "It's the quickest way to:". The post has 23 reactions (likes, loves, and cares) and 8 comments. The interaction bar shows options for Like, Comment, Repost, and Send. The analytics section shows 2,738 impressions and a "View analytics" link.


Molly Godfrey (She/Her) • You
Viral Content Creator (Featured in Today, Instyle, Bustle) | Link...
1yr • 🌐


"Just put yourself out there"

I hate this dating advice

It's the quickest way to: [...see more](#)

👍❤️🍃 23 [8 comments](#)

 ▾ Like Comment Repost Send

 2,738 impressions [View analytics](#)

5 Deepest Psychological Triggers



**Helps them get
over their fears**



5 Deepest Psychological Triggers

3

Helps them get over their fears



Molly Godfrey (She/Her) • You
Go-to Dating & Relationship Coach for High-achieving Women in their 30's | Art & Scienc...
1w • 🌐



If you're looking for a serious relationship

Have this conversation before you move too fast

How to not end up hurt, confused, or with ...see more

👍❤️ Abi Singh and 26 others

23 comments



Like



Comment



Share



Send



3,232 impressions

[View](#)

5 Deepest Psychological Triggers

4

**Confirms their
suspicions**



5 Deepest Psychological Triggers

4

Confirms their suspicions



Molly Godfrey (She/Her) • You
Go-to Dating & Relationship Coach for High-achieving Women in their 30's | Art & Scienc...
3w • 🌐

"Why don't I have love in my life?"

It might be because of your attachment style
...see more

👍❤️ Joyce Guan West and 20 others 15 comments

Like Comment Share Send

📊 3,135 impressions [View](#)

5 Deepest Psychological Triggers



**Helps throw
rocks at their
enemies**



5 Deepest Psychological Triggers



Helps throw rocks at their enemies



Molly Godfrey (She/Her) • You

Go-to Dating & Relationship Coach for High-achieving Women in their 30's | Art & Scienc...
1mo • 🌐



You don't need a dating app to find a partner.

Instead, understand these 3 things:

1

The law of probability

...see more



Shelley Kay and 27 others

11 comments



Like



Comment



Share



Send



10,792 impressions

View

Content Mastery



1

5 Ways to Influence Your Audience

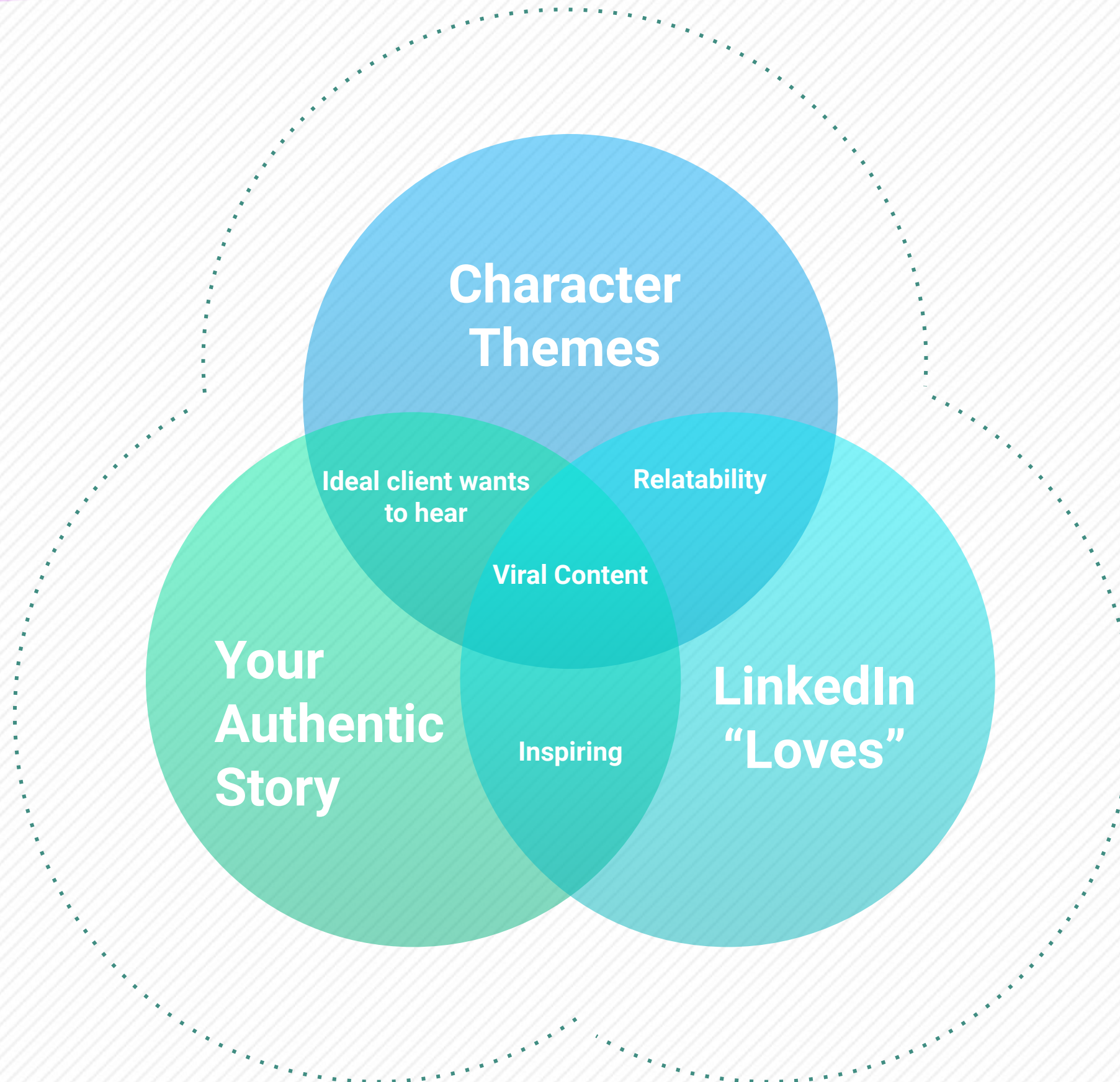
2

'Personal Story' Content



3

Online Writing Basics

The LinkedIn Content Trifecta





**Ex: Wide
Net
Trifecta**






 **Molly Godfrey** (She/Her) • You
LinkedIn Organic Lead Gen Specialist | Helping female con...
Book an appointment
1mo • 


September of 2014, I drove NY to LA with nothing but \$1,200 in my bank account in search of a new career.

...see more



 Debbie Williams and 540 others 51 comments · 10 reposts

  Like  Comment  Repost  Send

 33,874 impressions [View analytics](#)

September of 2014, I drove NY to LA with nothing but \$1,200 in my bank account in search of a new career.

I landed an interview (from a LinkedIn DM) with an up-and-coming FinTech firm and was asked to prepare a technical presentation for it.

I did a bunch of research and practiced for HOURS in an empty bedroom with an Ikea mattress on the floor before the big day.

The partner (who would later become my boss) GRILLED me with intense questions the entire time

By the end of the interview I felt completely defeated and was confident they wouldn't make me an offer.

Seeing this in my eyes he finally went off script and asked:

"Why should we hire you?"

Completely exhausted and unfiltered I said:

"Well, if I took the chance to drive across the country to LA with no apartment and no job and \$1200 in my bank account and trusted I could make it work... I'm pretty damn sure I can figure out how to do this job".

He called me later that day (still remember getting that call), made me an offer and I went on to break all the company records and become the highest performing sales rep at 22/23 years old.

He always loved to tell that story and pridefully take credit for hiring me.

And for being able to see something in me.

Yes, being smart, talented, qualified is great.

But whether you're hiring for a role, searching for a co-founder, or interviewing service providers.

Be willing to take a chance on GRIT, not just experience.

Ex: Parable



Molly Godfrey (She/Her) · You
Go-to Dating & Relationship Coach for High-achieving Women in their 3...
4mo · Edited · 🌐

My old boss donated \$500 to my charity after I quit.

I gave notice at my last company that I was leaving to pursue a new career

My next move wasn't figured out yet but I wanted to spend the summer raising money for a cause close to my heart

My boss texted when I got back home to say

"Don't forget about us little guys when you make it big"

Then donated \$500 to my charity

I could feel he genuinely trusted I would succeed at whatever I did next

And was willing to keep taking bets on me even if he no longer benefited

He went on to start a new company and he's someone I still deeply admire

True leadership is helping others when there's no return in it for us

To feel supported in both work and love, join my upcoming Masterclass "How to Find Your Partner in Crime" happening on Monday:

<https://lnkd.in/g-qyVYS9>

194

22 comments



Like



Comment



Repost



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16,163 impressions

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Parable Post



Molly Godfrey (She/Her) • You

LinkedIn organic growth specialists | Helping female-led ser...

Book an appointment

8mo • 🌐

A parable is an underrated (but very effective) storytelling device.

It's a brief story or narrative used to convey a lesson.

...see more

The Power of a Parable

5 Creators Who Nail LinkedIn Storytelling

(+ how you can steal their
secrets) →



👍❤️🌱 55

33 comments



Like

Comment



Repost

Send

📊 8,658 impressions

[View analytics](#)

Ex: Parable / Personal Story

 **Molly Godfrey** (She/Her) · You
Go-to Dating & Relationship Coach for High-achieving Women in their 3...
4mo · Edited · 

I was laid off from a job for taking too much time off

I showed up big time for my employer

Our clients consistently praised my service at the company

I knew in my heart I went above and beyond

Delivering my best work and attitude

Then everything hit at once in my personal life

Requiring me to take 2 days off, 3 weeks in a row

I showed up at work one morning trying to juggle it all and was told I was no longer needed

I knew I was supposed to feel disappointed but instead I felt relieved




After giving so much I wasn't given any grace





We can't control what life throws at us


Never forget that even your top performers are human



Want a world where work doesn't get in the way of your dating + love life?
Register for my upcoming workshop here:

<https://lnkd.in/dAuQbxaK>

   277 27 comments · 2 reposts

 Like  Comment  Repost  Send

 31,909 impressions [View analytics](#)

 **Molly Godfrey** (She/Her) · You
Go-to Dating & Relationship Coach for High-achieving Women in their 3...
4mo · Edited · 

I left my corporate job in the summer of 2017

Then immediately flew home to see my family before a trip with friends back in LA

The entire 2 weeks at home consisted of me catching up on sleep all day long

My body was so exhausted that I couldn't get myself up in the morning

And I ended up missing out on quality time with my family because I was so depleted

Your overworking impacts all the people in your life too




Don't lose sight of your priorities





A job is never worth sacrificing your health


Find confidence to date and have a successful career

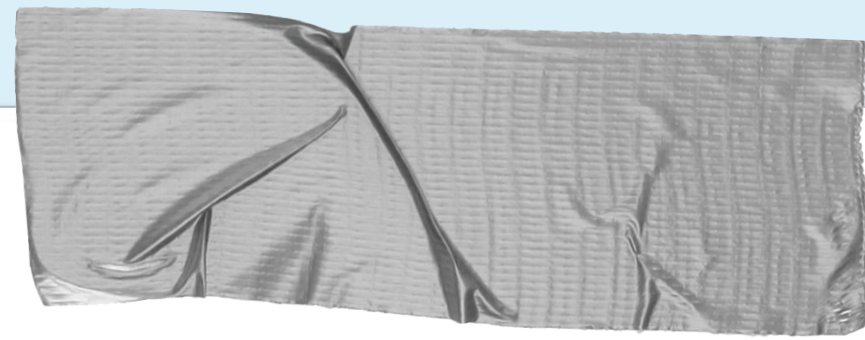
Join my upcoming workshop "How to Find Your Partner in Crime" happening this Monday:

<https://lnkd.in/dAuQbxaK>

   115 19 comments

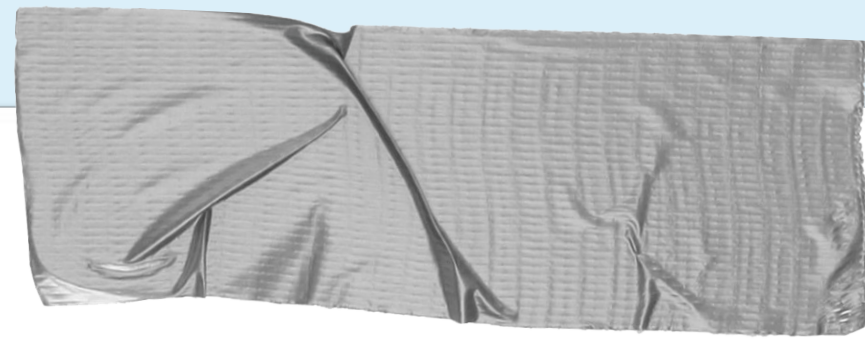
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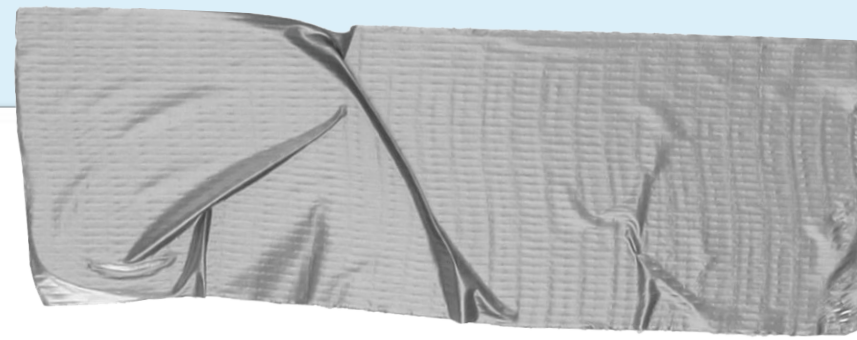
Reflect:

- When's a time you faced criticism and overcame it?
- What experience do you have with burnout / overworking?
- What's a job search / interview story you have?



Reflect:

- When's a time you had the courage to take a risk... how'd it go?
- When's a time you failed but rose from the ashes?
- When's a time you experienced good leadership, bad leadership?



Reflect:

- How have your beliefs changed pre/post pandemic?
- How has your definition of success or luxury change?
- When did you move, relocated, travel, make a decision on a gut feeling?

Content Mastery



1

5 Ways to Influence
Your Audience

2

'Personal Story' Content

3

Online Writing Basics



Anatomy of a Great Post

1 HOOK LINE


2 Write to keep people reading


3 STRONG TAKEAWAY (that will drive engagement)


Short, simple, write less! You have .025 seconds to grab + keep someone's attention .

Powerful Hook Examples:


Provocative
#’s, dates, location
Contrarian

 **Lara Acosta** • 2nd ...
Helping personal brands grow on LinkedIn (and beyond) | ...
3mo • 🔒


 20 months ago, I stopped drinking alcohol.
Diet Coke and lemon for me, or kombucha if I’m fi ...see more

 **Erin Balsa** • 1st ...
I build and execute content marketing strategies for sales-...
3mo • 🔒


In February, I did something that made me uncomfortable.
I reflected on my first year as a company of one ... and shared it wi ...see more

 **Amelia Sordell** 🔥 (She/Her) • Following
I brand people, not businesses 🔥 Speaker, Founder at Klout, The Pers...
1d • 🔒

I asked 6,881 people on Instagram what makes them happy.

 **Erin Balsa** • 1st ...
I build and execute content marketing strategies for sales-...
3w • 🔒

I'm 42, pregnant with my third child, self-employed, and giving myself a 4-month paid maternity leave.
... ...see more

 **Stella Alexandrova** • 1st ...
Founder of MAVÉ (Featured in Business Insider, BBC, BNN...
8mo • 🔒

Shopify paid for me to start my own business.
Well technically they laid me off and gave me 5 months severance. ...see more



Molly Godfrey (She/Her) · You
 Go-to Dating & Relationship Coach for High-achieving Women in their 3...
 8mo · 🌐

I left the corporate world almost exactly 5 years ago

What I thought I wanted

vs. What I actually want now?

I no longer:

- want to have Forbes + Cosmo features
- want to be a New York Times Bestseller
- want to run a big box, million dollar coaching biz
- want to have a perfect IG/LinkedIn feed w/ viral content

Instead:

- I want thriving health
- I want intimate relationships w/ dream clients
- I want to travel + spend quality time w/ the man + friends I love
- I want programs that market themselves from incredible transformations

My priorities + ambitions have shifted so much

And have forced me into much different behavior

So I invite you to think about what you actually want

Are you living your life intentionally?

By your own design?

Or are you simply going through the motions

And chasing what doesn't actually matter....?

[#bestadvice](#) [#whatinspiresme](#) [#future](#) [#innovation](#)



47 comments

- Like
- Comment
- Repost
- Send

37,375 impressions

[View analytics](#)

Ex: Wide Net / Personal Story

Leaving corporate

Comparison x vs. y


What's actually important to you now

8 Post “Types”



- 1. Actionable / step by step**
- 2. Observation**
- 3. X vs. Y**
- 4. Present / Future**
- 5. Contrarian**
- 6. Analytical**
- 7. Listicle**
- 8. Motivational / Entertaining**

Step by step

 **Meaghan Latella** (She/Her) • 1st
Are you in the wrong role? I help mid-to-senior level profes...
Book an appointment
1mo • 🌐

3 steps to answer the interview question:

"Tell me about yourself" ...see more


Entertaining

 **Casey Parram** (Business Strategist) • 1st
🚀 Fractional CMO & Coach For Founders [0 - \$5M as CMO...
Book an appointment
1w • 🌐

I know this reads like a 2008 Facebook post...
But I'm currently nursing a cold. I feel like death.


see more

Observation

 **Mariana Kobayashi** 🌞 (She/Her) • 1st
Account Executive @ Google • I help professionals skyrocket...
3mo • 🌐

It took **Microsoft** 3 days to hire Sam Altman after **OpenAI** fired him as CEO. I like to believe it's possible for companies to hire entry to mid-level roles in less than 3 months and 6 interviews.



X vs. Y

 **Molly Godfrey** (She/Her) • You
LinkedIn Organic Lead Gen Specialist | Helping female con...
Book an appointment
1w • 🌐

What's out of your control:

- algorithms
- economies
- other people

What's in your control:

 **Belen Wagaw** (She/Her) •  • 1st
Thought leadership strategy for B2B CEOs | Helping sales-led companie...
Book an appointment
1d • Edited • 🌐

Where I thought my work path would take me by 2024:

— Living in the US, probably NYC

Content Mastery



1

'Value' Content

2

'Personal Story' Content

3

Online Writing Basics



**What gaps are
you seeing in
how you're
showing up on
LinkedIn?**

LinkedIn Mastery



Platform Mastery



Community Mastery



Content Mastery

Brainstorm

1. What is your intention on this platform?
2. What's an action item you could take THIS week?
3. Where do you need most support getting started on LinkedIn?



So now what...



1. How do I learn how to create these compelling posts?
2. Where do I find these people I'm supposed to be engaging with?
3. How do I figure out my one clear focused message to be creating content around?
4. Where can I get feedback on my posts?
5. Where can I feel supported + encouraged to consistently create?

Next Steps

STEP 1

Connect with me on LinkedIn - I post 3-4x a week about how to improve your online writing skills + grow your audience on LinkedIn

STEP 2

1:1 LinkedIn Intensive -> DM or email at hello@buildimpactconvert.com