

Veteran's Checklist for LinkedIn & X

Your Quick-Start Guide to Building an Impactful Online Business

LinkedIn Profile Optimization

Check out my LinkedIn page at: <https://www.linkedin.com/in/jameshavis/>

✅ **Headline:** Include your veteran status + value proposition (e.g., “Army Veteran | Business Coach for Veteran-Owned Startups”).

✅ **Photo:** Use a high-quality, professional headshot (uniform optional, but confidence mandatory!).

✅ **About Section:**

- Start with a hook: “After [X years] in the [Branch], I now help [target audience] achieve [specific result].”

- Translate military skills into business solutions (e.g., “Managed teams of 50+ → Expert in Leadership Development”).

- Add a call-to-action (e.g., “DM me ‘VETERAN’ for a free strategy session”).

✅ **Experience Section:** Highlight leadership roles, problem-solving wins, and quantifiable achievements.

✅ **Veteran Badge:** Add the “Veteran” profile badge under the “Licenses & Certifications” section.

X (Twitter) Profile Optimization

Check out my X page at: <https://x.com/JamesHavis>

✅ **Handle:** Keep it professional (e.g., @JohnSmithCoaching vs. @GunnyBeerLover92).

✅ **Bio:** Combine keywords + personality (e.g., “Marine Veteran | Scaling startups with military precision | Let’s build your empire”).

✅ **Pinned Post:** Feature a mission-driven message + link to your website/landing page.

✅ Visual Branding: Use a cohesive cover photo (e.g., “Veteran Entrepreneur” graphic) and brand colors.

Content Strategy for Both Platforms

✅ LinkedIn:

- Post 3x/week: Mix long-form stories (e.g., “How My Platoon’s Discipline Shapes My Business”) and quick tips.
- Use hashtags: #VeteranOwnedBusiness, #Leadership, #[YourIndustry].

✅ X:

- Post 1-2x/day: Share bite-sized insights, industry news, or motivational quotes.
- Engage with trending hashtags: #Vetrepreneur, #SmallBusiness, #LinkedInTips.

✅ Content Pillars:

- 50% Educational: “3 Lessons from the Military That Will Save Your Business Time”
- 30% Inspirational: “Why Veterans Make the Best Entrepreneurs”
- 20% Promotional: “Join My Free Workshop for Veterans Launching in 2024”

Engagement & Growth Hacks

✅ Daily LinkedIn Actions:

- Comment on 3 posts in your niche (add value, not just “Great post!”).
- Send 5 personalized connection requests to ideal clients/partners.

✅ Daily X Actions:

- Reply to 2-3 tweets with actionable advice (e.g., “Pro tip: Batch your content weekly to save time”).
- Use advanced search: “Looking for [your service] + veteran” to find prospects.

✅ Weekly Growth Task:

- Share a client success story or testimonial (e.g., “Proud moment: Helped Navy vet Mike scale to \$10k/month!”).

Bonus: Tools to Save Time

🔧 Canva: Create branded graphics for posts in minutes.

🔧 ChatGPT: Batch-write LinkedIn posts or tweet threads.

🔧 LinkedIn Newsletter: Launch a weekly tips column to build authority.

Canva tutorials coming soon.

Final Tip: Consistency > Perfection.

- Track metrics monthly (followers, DMs, website clicks).

- Adjust based on what works—double down on high-engagement content.

Download this checklist NOW and start today. Your mission isn’t over—it’s evolving.

“Adapt and overcome. The battlefield is now the marketplace.”