

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.”