



YOUR COMPLETE GUIDE TO

■ LINKEDIN

MARKETING

How to connect with health professionals, practitioners, and high-value prospects who want what you have.

WHAT YOU'LL LEARN IN THIS GUIDE

- ✓ Why LinkedIn is your highest-value platform
- ✓ Optimize your profile to attract practitioners
- ✓ Post your video with a professional caption
- ✓ Send connection requests to the right people
- ✓ Message practitioners using the 2-step approach
- ✓ Build authority through strategic commenting
- ✓ Your weekly LinkedIn routine for consistent growth
- ✓ What PRO does vs. what you do manually

■ Why LinkedIn Is Your Highest-Value Platform

While Instagram and TikTok give you volume, LinkedIn gives you **quality**. The people on LinkedIn are professionals — chiropractors, physical therapists, nutritionists, wellness coaches, corporate executives, and entrepreneurs. These are people who understand health, have purchasing power, and often influence dozens or hundreds of others. **One LinkedIn connection can be worth more than 100 random social media followers.**

- LinkedIn users earn on average 3× more than users on other social platforms. Health professionals on LinkedIn already value wellness — you are introducing a new solution to an already-receptive audience.

STEP 1

Optimize Your LinkedIn Profile for Maximum Credibility

Your LinkedIn profile is your digital business card and your first impression. Before posting anything, make it look professional and wellness-focused.

■ LINKEDIN PROFILE TEMPLATE

HEADLINE — Choose One: • "Wellness Advocate | Light Therapy Support | AI-Powered Guidance" • "Helping Professionals Improve Performance, Sleep & Wellness Naturally" • "Drug-Free Wellness Solutions | Light-Based Technology | LifeWave Partner" ABOUT SECTION: I help people — especially health professionals and high-performers — improve performance, sleep, energy, and overall wellness using advanced, science-backed light-based technology. Drug-free. Non-invasive. Proven results. If you're curious, I have a private AI wellness line that explains everything: ■ [YOUR AI NUMBER] — Available 24/7. No pressure. Just information.

- Add a professional headshot. LinkedIn profiles with photos receive 21× more views than those without. Credibility is everything here.



■ Posting Your Video and Connecting Strategically

STEP 2

Post Your Wave Builder Video on LinkedIn

1. Click **Start a post** at the top of your LinkedIn feed.
2. Click the **video icon** (camera symbol) to attach a video.
3. Select and upload your Wave Builder video file directly.
4. While it uploads, paste this professional caption:

■ LINKEDIN CAPTION TEMPLATE

In today's fast-paced world, sleep quality, chronic pain, and low energy are significant obstacles to both personal wellness and professional performance. This short video shares a method that health professionals and high-performers are using to support their wellness naturally — without drugs, stimulants, or complicated routines. ■ Private AI Line (available 24/7): [YOUR AI NUMBER] Feel free to call anytime. No pitch — just information.

5. Click **Post**. LinkedIn video gets 3× more engagement than text or image posts.



STEP 3

Connect With the Right People Every Week

LinkedIn's real power comes from who you are connected to. Send connection requests to people in these categories:

- Chiropractors and chiropractic clinic owners
- Physical therapists and occupational therapists
- Massage therapists and bodywork practitioners
- Nutritionists, dietitians, and functional medicine doctors
- Corporate wellness coordinators and HR professionals
- Personal trainers, fitness coaches, and yoga instructors
- Entrepreneurs and business owners focused on health optimization

■ CONNECTION REQUEST NOTE — 500 Characters Max

"Hi [Name] — I noticed your work in [their field] and wanted to connect. I share content about natural, drug-free wellness approaches that practitioners in your space are finding really relevant. Would love to be in your network!"

- Send 10 connection requests per day. Do not send more — LinkedIn may restrict your account. Consistent daily requests compound over time.



■ DM Strategy, Comments & Weekly Routine

STEP 4

Message New Connections — The Two-Step Approach

Once someone accepts your connection, wait 1–2 days before sending a message. Never lead with the video link. Always ask for permission first.

■ FIRST MESSAGE — Send 1–2 Days After They Connect

"Hi [Name], thanks so much for connecting! I'd love to share a short video with you that I genuinely think would be relevant to your practice or work. It covers a natural, light-based wellness approach that some practitioners are incorporating with great results. Would it be okay if I sent you the link?"

■ FOLLOW-UP — Only When They Say Yes

"Here it is: [paste YouTube link] There's also a private AI wellness line mentioned at the end: [YOUR NUMBER] It's available 24/7 if you or your clients ever have questions. Would love to hear your thoughts whenever you get a chance!"

■ Never send the video link as your first message. Asking for permission first dramatically increases positive response rates and builds respect.

STEP 5

Build Authority Through Strategic Commenting

One of LinkedIn's most underused strategies: comment thoughtfully on other people's wellness posts. This builds your visibility to their entire audience — without you needing to create any content yourself.

- Search for posts about "chronic pain," "sleep health," or "wellness."
- Leave a 2–3 sentence thoughtful, genuinely helpful response.
- Do NOT include your AI number in comments — just be insightful.
- Your profile (with your AI number in the About section) does the selling.

■ Leave 5 quality comments per week. People who read your comments will click your profile — and see your AI number in the About section.

Your Weekly LinkedIn Routine

Day	Action
Monday	Post your Wave Builder video with the professional caption above



Tuesday	Send 10 connection requests to practitioners and wellness professionals
Wednesday	Follow up with connections who accepted (send first DM)
Thursday	Leave thoughtful comments on 5 wellness-related posts in your feed
Friday	Send video link to anyone who responded yes to your DM
Saturday	Re-share your post with a fresh one-sentence intro to restart reach
Sunday	Review: connections, views, DM replies, and AI call volume this week

■ THIS IS WHERE IT GETS REALLY INTERESTING

Everything in this guide is what you can do **manually** on LinkedIn — and it works. But there is a natural limit to how many connections you can send, how many DMs you can write, and how many conversations you can manage on your own. Time is finite. Attention is limited. That is exactly what **Wave Builder PRO** was built to solve. With PRO, a fully trained AI (Ella) goes out on LinkedIn every single day and:

- Identifies and connects with targeted practitioners — chiropractors, massage therapists, nutritionists, and health professionals most likely to be interested in what LifeWave has to offer
- Starts professional, human-like conversations with every new connection automatically
- Answers their questions, builds genuine rapport, and moves them toward a meeting
- Books qualified appointments directly onto your calendar — you just show up

The manual LinkedIn strategy above can get you 5–10 conversations per month if you are consistent. PRO runs 24/7 and builds 10× that pipeline on autopilot — without you lifting a finger.

Learn more about Wave Builder PRO → thewavebuilder.com/pro