From Invisible to Influential:

Building a Magnetic LinkedIn Presence That Attracts Opportunities



© 2025 The Borden Group

Chapter 1: Introduction

Chapter 2: The Power of Authenticity on LinkedIn

Chapter 3: Crafting Your Professional Voice

Chapter 4: My LinkedIn Content Recipe...Revealed

Chapter 5: Strategic Content Creation

Chapter 6: LinkedIn Love and Building Connections

Chapter 7: Leveraging LinkedIn for Business Growth

Chapter 8: Conclusion

Meet Melanie Borden

Chapter 1:

Introduction

Recently a client came to me expressing deep gratitude for the personal touches and effective strategies that took her LinkedIn profile to the next level. This moment reminded me of the challenge many professionals face today — standing out in a crowded network.

Let's be honest, it's no small feat to stand out on a social platform that has over one billion users worldwide. In fact, it can be downright intimidating to even get started. So how do you make your mark? How can you find aligned collaborations? What is a good first step to take?

I'm glad you asked! After my own experience of using LinkedIn to reinvent myself and my career, I discovered the answer to these questions. Here it is – it takes a balance of authentic and impactful content paired with consistency. This approach can (and will) elevate your LinkedIn profile from invisible to influential, unlocking doors to an abundance of new opportunities.



© 2026 THE BORDEN GROUP

Chapter 2:
The Power of Authenticity on LinkedIn

The Importance of Authenticity

In this digital world, people are craving real and authentic content. They want to see the real you — raw, messy, and unedited. Why? Because it's relatable. Behind every screen there's another human, going through the same human experiences as you. And the more you can shine a light on your personal story, the more relatable you become. Storytelling not only creates a thread of connection, it also serves as the soul behind honest engagement with your network. Not to mention it can't be replicated because your story is unique to you and only you (this is your edge!). For all these reasons and more, storytelling has become a staple in my own content plan as well as that of my clients. The results have spoken for themselves as every client has said this was the key to their LinkedIn success!



Personal Stories of LinkedIn Growth

My journey on LinkedIn began in early 2020, a period of personal (and global) uncertainty. With the workforce rapidly shifting as the pandemic heightened, I realized how fragile my corporate career was. Layoffs began to sweep the industry, and I started to ask myself what I would do if it were to happen to me. Instead of leaving this question up to fate, I took matters into my own hands and started building my presence on LinkedIn. I showed up consistently, sharing my experiences and challenges which resonated with others who were facing similar situations. Not only was it comforting for me to now have an expansive community of support and encouragement, it was also comforting for others to see what opportunities were available to them through the power of LinkedIn!

© 2026 THE BORDEN GROUP

Chapter 3:

Crafting Your Professional Voice

Developing a Unique Professional Voice

Along with the personal touches of behind-the-scenes selfies and pictures of your pup, your professional voice on LinkedIn should be an authentic reflection of who you are and what you stand for. It's about finding a balance between professional insights and personal anecdotes that highlight your expertise and unique perspective within your industry. This voice is what sets you apart in a crowded network filled with industry leaders and experts.



Tips for Expressing Your Voice

To effectively express your professional voice, start with your LinkedIn profile. Make sure your headline is not just a job title but a statement of your value proposition. What's your unique edge? What leadership qualities do you possess? Use your summary to tell a compelling story that brings your career journey to life, and tailor your posts to reflect your professional insights and personal growth.



© 2026 THE BORDEN GROUP

Chapter 4:

My LinkedIn Content Recipe... Revealed

A Masterful Content Mix

I get asked all the time how I took my LinkedIn presence from basically nonexistent to 180k+ in just four years. As an advocate for zero gatekeeping, I'm sharing with you the exact success formula that has increased overall reach, engagement, and growth for me and my clients. Ready? The secret is to craft a content plan as follows:

- **25% Educational** to share knowledge
- **25% Personal** to tell your story
- **25% Promotional** to highlight your services or products
- **25% User-generated** to engage with content from your network that resonates with your brand.



(Think of each of these content types as content buckets. You don't want to overflow one bucket. You want their contents to be somewhat distributed evenly)

The Impact of Each Content Type

This masterful mix ensures your LinkedIn feed remains vibrant and varied, appealing to a wide audience while still providing immense value. How?

- **Educational posts** position you as a thought leader
- **Personal stories** build authentic relationships
- **Promotional content** drives conversions
- Engaging with **user-generated content** cultivates genuine community connections.

© 2026 THE BORDEN GROUP

Chapter 5:
Strategic Content Creation

Balancing Strategy and Authenticity

When developing an effective content strategy, start with your end goal in mind and work backwards. Is your goal to increase engagement, generate more leads within your business, or establish yourself as an industry thought leader? Maybe it's all three. Whatever it is for you, creating content that balances strategy with authenticity is the key to accomplishing your goals.

Effective Content Types

Regular posts, thoughtful articles, and engaging videos can significantly enhance your authority and presence on LinkedIn. High-converting practices include posting during your network's peak activity hours and consistently sharing insights that provide substantial value to your followers.



(Above are three examples of effective content types, including a regular post, sharing a thoughtful article, and an engaging video from left to right)

© 2026 THE BORDEN GROUP

Chapter 6:
LinkedIn Love and Building Connections

Cultivating Genuine Connections

#LinkedInLove isn't just a fun hashtag—it's a strategy...and a powerful one. Authentic appreciation for the work and contributions of others not only shows respect, it nurtures existing relationships and encourages new ones. Simple acts like liking, commenting, and sharing can dramatically enhance your engagement and visibility.

Strategies for Building Connections

So how can you show your network some love? Here are some simple yet profound practices to begin integrating today:

- **Appreciation Posts:** Acknowledge and praise the achievements of your connections. It not only feels good to be seen and valued, but it also feels good to know that you're more than just a number on someone's followers list. Pay it forward!
- **Warm Hellos:** Reach out with personalized messages to new contacts. Be genuine and avoid cold pitching. Instead, find common connection threads like mutual friends, shared interests, or similar educational experiences. This will show that you value the connection, not just a transaction.
- **Valuable Content Sharing:** Post and share content that adds value to your community. By surveying and regularly checking your content analytics, you can support your network at the highest level and demonstrate strong leadership.
- **Initiating Real-Life Meetups:** Whenever possible, move online connections to real-life interactions!
- **Consistent Engagement:** The post and ghost method isn't the move. Make it a habit to regularly interact with your network to maintain visibility and relevance.



Enhancing Network Visibility

Actively participate in LinkedIn events and seek out opportunities for creative collaborations. These activities not only boost your presence but also help you stay ahead of industry trends and innovations, further establishing you as the go-to thought leader in your field.

© 2026 THE BORDEN GROUP

Chapter 7:

Leveraging LinkedIn for Business Growth

Now that you've seen all the incredible ways to showcase your personality and professional expertise on LinkedIn, take a peek at what these practices look like in action!



Case Study 1

A telecom company came to me because they were facing a decline in attendance at their annual event. We sat down and took a thorough look at their current content plan and ways to improve it. With the attendance goal in mind, we customized a LinkedIn strategy centered on targeted posts, interactive content, and direct engagement with potential attendees. By implementing this new approach, the company not only reversed the attendance trend but also saw a *dramatic* increase in engagement.

Case Study 2

A career coach came to me looking to elevate her online presence. Taking a look at her practice and the profound results clients raved about receiving from her, I encouraged her to utilize LinkedIn to share her success stories and client testimonials. As a result, business boomed! She not only enhanced her visibility, but she also secured a promotion and a significant increase in her follower count, which further drove engagement and new client inquiries.

© 2026 THE BORDEN GROUP

Chapter 8:

Conclusion

My question for you is what's your next big business goal? Given what you know now, how can you begin combining authentic LinkedIn content to meet this goal?

Creating a LinkedIn presence that attracts opportunities and fosters meaningful connections isn't a far off dream. You can start today with small steps.

Be sure to **download this checklist** to begin optimizing your LinkedIn presence and creating an effective content plan. Then stick to it!

Soon you'll become the next success story as your personal and professional life expands.



© 2026 THE BORDEN GROUP

Meet Melanie Borden

Founder, The Borden Group



Where it all began

Visibility isn't luck — it's strategy. I build visible leaders and trusted brands that drive credibility, opportunity, and growth. Hi, I'm Melanie. Not too long ago, everyone around me was losing their job, and I didn't know where I'd turn if I lost mine. So, I turned online. Today, I help professionals, founders and executives stop underestimating the value of what they know and turn their real expertise into searchable, trusted authority by structuring their thinking so it's understood by both people and AI. I've been recognized on Favikon's Top 200 LinkedIn Creator List and Sales Intel's Top 300 Women Making an Impact in B2B SaaS. Seen in places like Entrepreneur, LA Weekly, New York City Biz List, New York Weekly, and The Wall Street Journal. I'd spent years in sales and marketing building for tech companies, retail brands, and high-growth startups, so I leveraged those same frameworks to build my own. It worked. I grew my visibility, reach, and revenue — and discovered that building an executive brand isn't about vanity. partner with professionals, executives, founders, nonprofits, and leadership teams across industries — from emerging tech to investor-backed enterprises — to build executive visibility systems that generate measurable business outcomes.

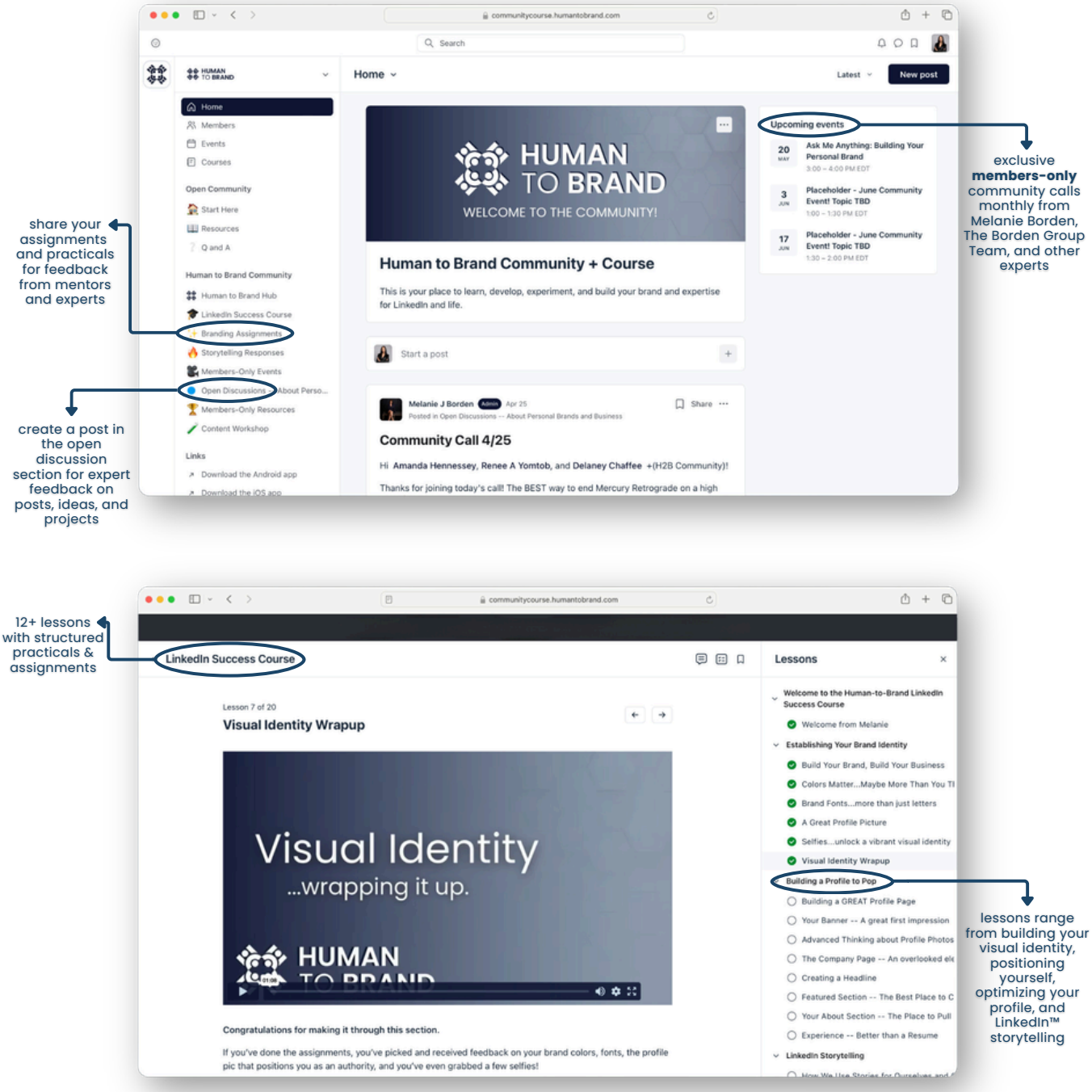
What we do at The Borden Group is a full-scale visibility and go-to-market strategy — grounded in lived experience — that combines strategy, creative, and execution. Today, visibility is decided by both people and machines. I integrate an AI-first layer into every engagement so your expertise is findable wherever decisions start. We partner best with teams ready to move fast, stay consistent, and translate brand presence into pipeline results. If you're a professional, founder, operator, or investor ready to grow your company and your credibility, let's connect.

For more insights and resources,
visit my website at www.humantobrand.com
or www.melanieborden.com

Resources!

The Human to Brand Community

Don’t let your LinkedIn presence be passive. Use the strategies above to create a magnetic profile that reflects your professional expertise and personal story. **Join our course** for a deep dive into personalized LinkedIn strategies, and let's elevate your profile to the next level!



© 2025 THE BORDEN GROUP