THE LINKEDIN GUIDE

Let Claude run your LinkedIn

Every skill and every prompt from the reel, so you can write posts, comments and replies in your own voice with Claude Code, for free.



VALU VENTURES

You commented LINKEDIN. Here's every skill, with every prompt ready to copy.

Before you start

You don't need any coding experience. Claude drafts everything, and nothing goes live on LinkedIn until you say yes.

What you need

- [ ] **The Claude desktop app** for Mac or Windows. Download it free at `claude.ai/download`.
- [ ] **A paid Claude plan.** Claude Code isn't included on the free plan.
- [ ] **Three to five posts you've written.** Claude learns your voice from them. No posts yet? It can interview you instead.
- [ ] **That's it.** The skills are free and open source. Optional add-ons for auto-posting are on page 8.

How it works

STEP 1
Install the skills
One prompt installs all 12 LinkedIn skills.
ONCE

STEP 2
Teach it your voice
Claude studies your posts and saves how you write.
ONCE

STEP 3
Write and check
Draft a post, then strip out anything that sounds like AI.
EVERY POST

STEP 4
Engage and plan
Comments, replies, your profile and a weekly plan.
EVERY WEEK

> **Set up once, then live in Steps 3 and 4.** Steps 1 and 2 take about 15 minutes the first time. After that, every post starts at Step 3.

How to use this guide

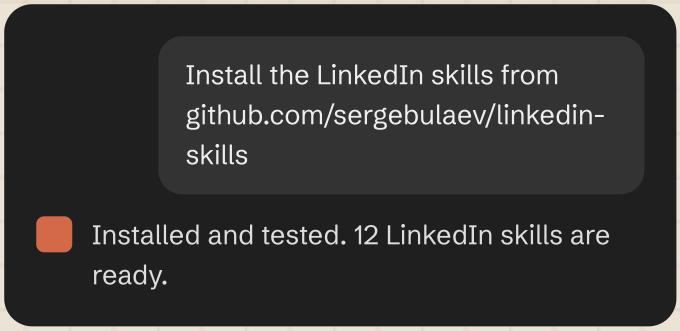
- Every dark box is a prompt. Copy it into Claude exactly as written.
- Words in [BRACKETS] are yours to fill in, like your topic or a post link.
- All the prompts are on one page at the end, so you can screenshot that page and keep it.

Step 1. Install the skills

A skill is a set of instructions Claude follows for one job. This free pack gives Claude 12 of them, all built for LinkedIn.

1A Open a Claude Code chat

1. Make a folder on your Desktop called **LinkedIn**.
2. Open the Claude desktop app and go to the **Code** tab.
3. Start a **new session**, choose **this computer** and pick your **LinkedIn** folder.



1B Paste the install prompt

PASTE THIS EXACTLY

```
Install the LinkedIn skills from this repo:
github.com/sergebulaev/linkedin-skills
Test that they load, then list every skill you installed.
```

What to expect

- Claude asks before it runs each command. Read it, then allow it.
- It takes a minute or two.
- **Start a new chat** when it's done, so the skills load.

Prefer to do it yourself?

Type these two lines into the chat, one at a time:

```
/plugin marketplace add sergebulaev/linkedin-skills
/plugin install linkedin-skills@linkedin-skills
```

Claude now knows how to write for LinkedIn.

The pack is free and open source (MIT licence), made by Serge Bulaev. We're not affiliated, we just use it.

The 12 skills

You don't call skills by name. Ask for what you want in plain English and Claude picks the right one.

01 WRITE

Post Writer

Drafts posts from 20 proven hook formulas, picked by your goal.

```
"Write a post about [TOPIC]"
```

02 WRITE

Humanizer

Strips AI tells. Its audit mode checks a draft before you post.

```
"Humanize this: [TEXT]"
```

03 WRITE

Hook Extractor

Turns a viral post's opening into a fill-in template.

```
"What hook does this use? [LINK]"
```

04 WRITE

Repurposer

Turns a tweet, video, blog or newsletter into a LinkedIn post.

```
"Turn this into a post: [TEXT]"
```

05 VOICE

Interviewer

Asks you questions and saves your stories, numbers and dates.

```
"Interview me for posts"
```

06 ENGAGE

Comment Drafter

Writes a thoughtful comment on any post.

```
"Comment on this: [LINK]"
```

07 ENGAGE

Reply Handler

Drafts replies to the comments on your posts, one or all at once.

```
"Reply to my comments"
```

08 ENGAGE

Thread Monitor

Tracks replies on threads you've commented in.

```
"Any replies to my comments?"
```

09 GROW

Engager Analytics

Sorts who engaged with your post into leads, peers and the rest.

```
"Who engaged with [LINK]?"
```

10 GROW

Content Planner

A 7-day plan: topics, formats, hooks and posting times.

```
"Plan my next 7 days"
```

11 GROW

Profile Optimizer

Rewrites your headline, About, Featured and Experience.

```
"Optimize my profile: [LINK]"
```

12 TEAM

Employee Advocacy

Plans a posting program for your whole team.

```
"Plan a team posting program"
```

Reading a post from a link needs a free Apify token (page 8). Without one, paste the post's text instead of the link.

Step 2. Teach it your voice

Generic AI posts sound like everyone else. Do this once and every draft sounds like you, with your real stories and numbers.

2A Show it how you write

Copy three to five of your own posts, the ones that sound most like you.

PROMPT

```
Learn my writing voice from these posts and save it as my voice
profile, so every draft from now on sounds like me:
[PASTE 3 TO 5 OF YOUR POSTS]
```

2B Give it real material

AI makes up numbers when it has none. The Interviewer asks you short questions and saves your answers in a **Story Bank**, so posts use real moments, figures and dates.

PROMPT

```
Interview me about my work so you have real stories, numbers and
dates to write posts from. Ask one question at a time.
```

What Claude saves

- **Voice profile:** your tone, sentence style and the words you never use.
- **Story Bank:** wins, mistakes, numbers and turning points, ready for any post.

Add to it anytime. Had a good week? Tell Claude "Add this to my Story Bank: [WHAT HAPPENED]" and it will use it in future posts.

Step 3. Write it, then check it

Claude drafts the post, then scrubs out the small tells that make readers think "AI wrote this".

3A Write the post

PROMPT

```
Write me a LinkedIn post about [TOPIC]. My goal is [COMMENTS,
REPOSTS OR SAVES]. Show me two hook options before you write it.
```

3B Run the check

PROMPT

```
Audit this draft for AI tells and algorithm issues, then humanize it:
[PASTE DRAFT]
```

BEFORE

Let's delve into growth—it's crucial. We leverage a robust, seamless system. Moreover—consistency wins.

EM DASHES 2 · AI WORDS 4

AFTER

I posted 90 days in a row this spring. Reach went from 400 views a post to 3,100. Nothing about the writing changed. I just stopped skipping Fridays.

LOOKS HUMAN · REAL NUMBERS

What the check does

PASS 1
Scrub
Cuts AI words, extra dashes and leftover AI markup.

PASS 2
Rhythm
Fixes flat, robotic sentences without faking it.

PASS 3
Add
Asks for one real detail: a name, a date, a number.

PASS 4
Re-check
Makes sure the fix didn't add new tells.

It makes posts read human to people and to LinkedIn's "AI slop" filter. No tool can promise to beat every AI detector, and this one doesn't claim to.

Step 4. Engage and plan

Posting is half of LinkedIn. The other half is comments, replies and knowing what to post next.

4A Comment on other posts

```
Comment on this post with a thoughtful take: [POST LINK OR TEXT]
```

4B Reply to your comments

```
Draft replies to every comment on my latest post: [POST LINK]
```

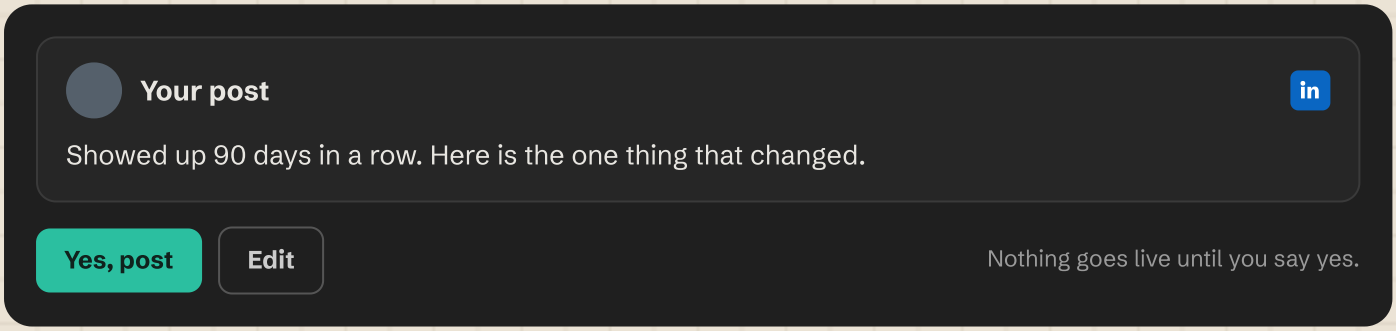
4C Plan your week

```
Create a 7-day LinkedIn content plan. I'm a [ROLE] and I want to reach [AUDIENCE].
```

4D Fix your profile

```
Optimize my LinkedIn profile for [GOAL, E.G. INBOUND LEADS]: [PROFILE LINK]
```

You approve everything



Every skill shows you a draft first. Don't like it? Say so in plain English: "Shorter", "Less salesy", "Use the story about [X] instead".

Going further

Everything so far works with no extra accounts: Claude drafts, you copy and paste. These optional keys add more.

APIFY

Read posts from links

Lets Claude open a post, its comments and who engaged. The free tier includes $5 a month of credit.

OPTIONAL

PUBLORA

Auto-post

Publishes or schedules your approved post straight to LinkedIn.

OPTIONAL

PIXFARO

Images

Generates an image to go with a post.

OPTIONAL

PROMPT

```
Help me set up [APIFY / PUBLORA] for the LinkedIn skills. Walk me
through getting the key and tell me where to put it. Don't show
the key back to me in the chat.
```

If something goes wrong

The skills don't work

Start a new chat so they load. Still nothing? Ask Claude:

```
Reinstall the LinkedIn skills from
github.com/sergebulaev/linkedin-skills and test them.
```

It can't read a post link

You need the Apify key above. Or paste the post's text instead.

It doesn't sound like you

```
Rewrite this in my voice. I'd never say [PHRASE]. Here's a post
I wrote: [POST]
```

Auto-posting fails

Your Publora key or LinkedIn ID is wrong or expired. Ask Claude to check your setup.

Every prompt, on one page

Screenshot this page. It's all you need after your first post.

STEP 1 · ONCE

```
Install the LinkedIn skills from this repo:
github.com/sergebulaev/linkedin-skills
Test that they load, then list every skill you installed.
```

STEP 2 · ONCE

```
Learn my writing voice from these posts and save it as my voice profile:
[POSTS]
Interview me about my work so you have real stories, numbers and dates to
write posts from.
```

STEP 3 · WRITE

```
Write me a LinkedIn post about [TOPIC]. My goal is [GOAL]. Show me two
hook options first.
```

STEP 3 · CHECK

```
Audit this draft for AI tells and algorithm issues, then humanize it:
[DRAFT]
```

STEP 4 · ENGAGE

```
Comment on this post with a thoughtful take: [POST]
Draft replies to every comment on my latest post: [POST LINK]
```

STEP 4 · PLAN

```
Create a 7-day LinkedIn content plan. I'm a [ROLE] and I want to reach
[AUDIENCE].
Optimize my LinkedIn profile for [GOAL]: [PROFILE LINK]
```

VALU VENTURES

Posted something with this? Tag us. We'd love to see it. Follow for more AI workflows.