

CMO Profile Audit

Fillable worksheet. Type your answers. Save the file.

The CMO is part of the brand. Audit the LinkedIn profile, lock the publishing cadence, list the case studies, and stake one public position.

01 LINKEDIN HEADLINE

Current and proposed. The proposed is what you will paste in this week.

CURRENT

PROPOSED

02 LINKEDIN ABOUT FIRST PARAGRAPH

Up to 250 characters. The hook before the fold.

03 PUBLISHING CADENCE COMMITMENT

Tick the cadence. Name the topic. List the first three post titles.

WEEKLY

One post per week, every week.

MONTHLY

One signal piece per month, deeper.

TOPIC

FIRST THREE POST TITLES

01

02

03

04 THREE CASE STUDY SLUGS

Short titles for the three results you will point to in any sales call.

01

02

03

05 ONE PUBLIC STANCE WORTH TAKING

What will you say out loud, on record, that some people will disagree with?