

LinkedIn Lead Generation Project Brief

Project Overview

Brief Description

Target Audience

Describe your ideal client/profile

Industry

Location(s)

Seniority/Job Titles

Goals & KPIs

Main objectives (e.g., appointments, connections)

Key performance indicators

Messaging

Value Proposition

Sample message/introduction

Process Details

Tools/Software to be used

Describe the process

Message/Outreach Frequency

Timeline & Budget

Project timeline

Budget

Other Notes

Additional information