



SPONSOR-READY LINKEDIN CHECKLIST

A Professional Guide for Physicians, Sponsors, CROs, Research Entrepreneurs, and Site Owners

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SECTION 1 — Visibility

These items must be in place before expecting sponsors or collaborators to take you seriously.

- ☐ I have a clear, niche-specific LinkedIn headline (e.g., *Clinical Research Site Founder | Rural Trial Infrastructure | PI Development*).
- ☐ My About section communicates:
 - My expertise
 - My mission
 - The problem I solve

- Who I serve

☐ I post at least once per week (newsletter, post, or video).

☐ My content is searchable: includes keywords sponsors/professionals care about.

☐ My digital footprint aligns with what I sell/offers.

SECTION 2 — Credibility

Your authority must be visible without you saying a word.

- ☐ I create thought leadership content rooted in real experience.
- ☐ I reference data, guidelines, or industry frameworks when applicable.
- ☐ I share case studies, wins, lessons learned, or lived experiences.
- ☐ I appear on video (short or long form) to build trust more quickly.
- ☐ My profile shows community involvement, professional development, or research education.

SECTION 3 — Conversion

Conversions happen through trust, clarity, and repetition — not randomness.

- ☐ Every post I publish has a **hook, value,** and a **call to action.**
- ☐ I track DM conversations as conversion indicators — not likes.
- ☐ I understand that the best conversions come from consistency, not virality.
- ☐ My CTAs are clear and simple (book a call, enroll, download, comment “INFO”).
- ☐ I use LinkedIn's algorithm to my advantage: early engagement, shares, saves, dwell time.

SECTION 4 — Newsletter Strategy

The fastest-growing visibility tool on LinkedIn.

- ☐ My newsletter title clearly reflects who I serve and what I teach.
- ☐ Each issue has **one topic, one story, one actionable takeaway.**
- ☐ I hyperlink relevant text to my offers/courses.
- ☐ My cover image is 1920 × 1080 and branded.
- ☐ I publish weekly or bi-weekly to build momentum.

SECTION 5 — Short-Form & Long-Form Video

Video builds trust 10× faster than text.

- ☐ My videos have a hook within 3 seconds.
- ☐ I include subtitles.
- ☐ My videos are 30–90 seconds for short form, 3–10 minutes for long form.
- ☐ I end with a verbal CTA.
- ☐ I repurpose longer video content into multiple short clips.

SECTION 6 — Carousels & Standard Posts

Used strategically for saves, shares, and topical dominance.

- ☐ My carousels use high-contrast text and simple visuals.
- ☐ I teach ONE insight per slide.
- ☐ My last slide includes a clear CTA.

☐ My posts begin with a scroll-stopping hook.

☐ I stay within three to five hashtags (industry specific).

SECTION 7 — B2B Positioning (Physicians, Sponsors, CROs)

The part most people skip — but the part that closes deals.

☐ My content demonstrates that I understand **industry pain points**.

☐ I speak the language of sponsors/CROs: feasibility, timelines, quality, staffing, retention, diversity, risk mitigation.

☐ I show how rural/underrepresented regions benefit clinical trials.

☐ I highlight workforce readiness, training, and compliance.

☐ My content positions me as a solution, not a beginner.

SECTION 8 — “One Thing” Consistency Formula

Pick ONE format — master it — expand later.

- ☐ I am consistent with at least ONE of these:

- Newsletter
- Short-form video
- Long-form video
- Carousels
- Executive-style posts
- ☐ Once momentum is built, I expand to 2 or 3 formats max.

SECTION 9 — Enrollment & Email Building

Build your audience while delivering value.

- ☐ Every main piece of content includes a CTA to enroll in the free course.
- ☐ I provide value that earns trust BEFORE asking for anything.
- ☐ I grow my list through Thinkific enrollments.

SECTION 10 — Monetization Ready

Your expertise is an asset—this checklist sets the stage for revenue generation.

- ☐ I have at least one low-risk offer (free course).

☐ I have mid-tier educational content (paid course).

☐ I have high-ticket consulting or mentorship programs.

☐ My content leads people naturally through these levels.

Download complete — you are now LinkedIn Sponsor-Ready.

To continue building your authority, enroll in the full course here:

👉 [Multi-Million-Dollar Marketing Strategies for Clinical Research Entrepreneurs](#)