CLINICIAN FOUNDER · PRACTICAL GUIDE

LinkedIn for Clinician Founders

Build awareness, deepen connection and start useful conversations

By Dr Shubhendu “Shub” Kulshreshtha · Clinician Founder

A practical guide to building alongside clinical work.

1. Why I’m sharing this

I thought I was becoming a coach to earn a little extra on the side. What followed involved a podcast, newsletters, hundreds of posts, speaking, websites, outreach and a lot of conversations.

Looking at that list, you could easily conclude that you need to do all of it.

You don’t.

On the way to my first 10k, I focused on LinkedIn as my single social platform. Within that, I used different ways of connecting with people: written posts, LinkedIn Lives and direct messages. Webinars and individual follow-up helped turn interest into decisions.

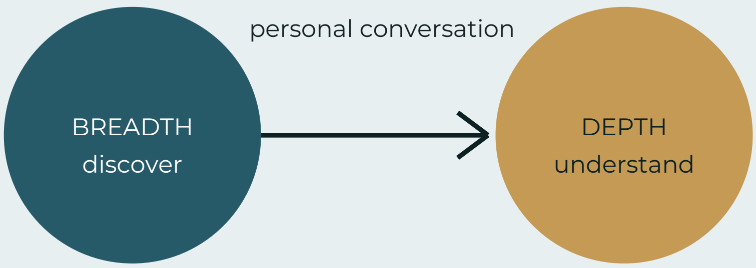
This guide explains how those pieces fitted together, what I liked, what frustrated me and what I would improve. It shares my experience, not a formula or a promise of the same results. The templates and routine are starting points to adapt.

It is for clinicians who want to launch or grow a product or service alongside medicine. It covers the platform and the route into a useful conversation. Sales itself is a separate skill and outside this guide’s scope.

2. The principle behind every platform: breadth and depth

Breadth finds people; depth lets them know you

One platform can carry several purposeful formats.



Whatever platform you choose, your overall approach needs both breadth of awareness and depth of connection.

Breadth helps the right people discover you. You need to reach enough people for those in your niche to recognise that you are talking about something relevant to them.

Depth lets them get to know you. They need opportunities to understand your thinking, your approach and what working with you might feel like.

Ask what each piece of content is doing. A short post can introduce an idea. A longer conversation can help someone explore it with you. The format and substance matter as much as the platform.

In my experience, LinkedIn posts have mainly helped with breadth. Live conversations have given me more room for depth. Neither automatically creates a client relationship. There also needs to be a way to start a personal conversation.

You can choose one platform and still use several formats. Give each format a purpose.

3. Why LinkedIn appealed to me—and what made it harder

The low barrier to creating content

LinkedIn supports a text-first approach. You can begin by writing. You don't need to be camera-ready, record a video or spend an evening editing it.

AI assistants can reduce that effort further. Record a voice note explaining something you believe, a lesson you learned or a problem you help solve. Ask your assistant to turn it into a clear post. Then check that it still sounds like you and says something you can stand behind.

Adding photos has made a substantial difference in my experience. That is something to test with your own audience, rather than treat as a guaranteed performance boost.

The professional environment

I have generally found people courteous and willing to discuss their work. I have built a network of collaborators, supporters and people I enjoy knowing, as well as prospective clients.

Those relationships have value even when they do not become customers.

The limitations

I have experienced declining reach and a more crowded feed compared with a couple of years earlier. Consistency matters, but publishing more does not necessarily solve the problem.

The greater constraint for me has been the work required after publishing. People might discover you through a post, an article or a live session. Much of the useful conversation then happens in DMs. Waiting for everyone to message you first can mean waiting a long time.

4. Make your profile support the conversation

When I reach out, people often look at my profile before replying. The profile needs to make sense alongside the message they have just received.

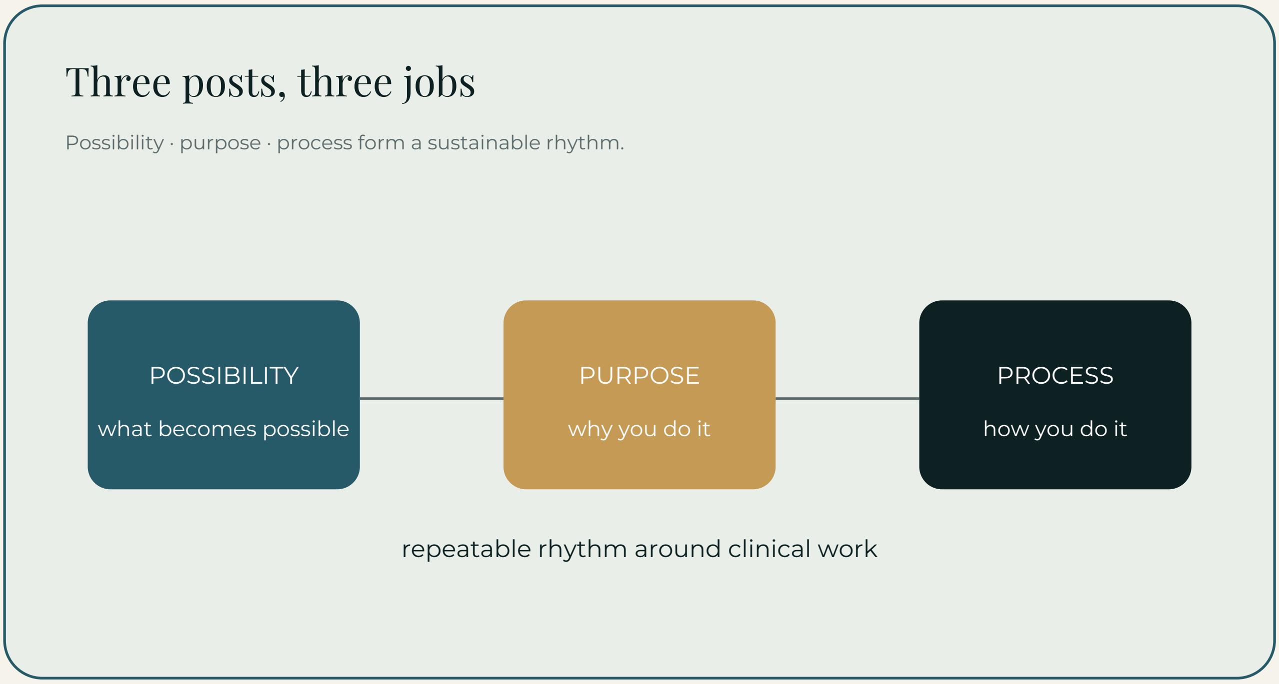
Check that a visitor can understand:

- Who you help. Which people and situations are you speaking to?
- What you help them achieve. What product, service or outcome are you discussing?
- How you approach the work. What makes your thinking understandable and credible?
- What evidence you have. Show real examples, results or work you can substantiate.
- What they can do next. Give them a clear way to continue the conversation.

Your profile, posts and messages should tell a consistent story. Clinical qualifications can establish your background; evidence of helping with the relevant problem gives someone a different reason to trust your offer.

You do not need to invent impressive results. Start with the evidence you actually have.

5. Three posts a week: possibility, purpose and process



Three posts a week worked well for me. Posting more often sometimes seemed to reduce the response to individual posts—an observation, not an algorithm rule.

My initial rhythm gave each post a different job:

Post	Question it answers	Material to draw from
Possibility	What becomes possible when someone works with you?	A real transformation, a useful outcome, a before-and-after example or a clearly labelled possibility.
Purpose	Why do you do this work?	Your philosophy, personal motivation, goal or a belief shaped by experience.
Process	How do you do what you do?	A practical method, worked example, decision process or explanation of your approach.

For the process post, give away the sauce. Let people see the inner workings of the transformation you help create. They have more to assess when they can understand how you think.

Turn a voice note into a post

Here is a suggested workflow you can adapt:

- Choose possibility, purpose or process.
- Talk through one idea, including a specific example where you have one.
- Ask your AI assistant to organise it into a post while preserving your language and meaning.
- Remove invented claims, generic filler and details you cannot substantiate.
- Add a relevant photo if it helps, and publish something you would be comfortable discussing in person.

Do not let three content categories become three new production projects. The point is a repeatable rhythm you can sustain around clinical work.

6. Use live conversations to build depth

I was reaching thousands of people through posts without getting clients. I realised I needed more depth of connection.

The early seasons of my podcast were live on LinkedIn for that reason. Listeners could hear my questions, follow my thinking and see the relationships I was building with guests.

One deliberate feature was asking guests to ask me questions towards the end. That gave listeners a chance to learn about the host as well as the guest.

I particularly value live conversations when so much written content can feel generic or AI-generated. People can experience how you respond and engage in the moment. Use LinkedIn Live where available to you; check the current access and setup requirements before planning an event.

What I would improve

I could have done more to share my own practical perspective on solving the listener's problem. The interviews provided connection, but I was not consistently teaching how I would approach the problems my audience brought to me.

That is what I intend to improve next.

When planning your own deeper content, ask:

- What will someone understand about my approach after watching?
- What practical question will this help them answer?
- Is there a clear way to continue the conversation afterwards?

7. What the webinar taught me

My first webinar was called "The Five Secrets to High-Impact Non-Clinical Career." The topic reflected the problem and desired outcome I understood my audience to have at the time.

People registered, gave me their email addresses, committed attention and time, showed up and offered feedback. Those actions told me more than a post impression could.

Nobody bought immediately. I followed up individually afterwards.

When asked which activities had given me the highest return, my assessment was webinars and the newsletter directly, and the podcast indirectly. That is my judgement from experience, not a calculated comparison of return on investment.

The lesson for this LinkedIn guide is that a deeper event can create a reason for a useful follow-up conversation. Registration or attendance shows interest; it does not, on its own, establish willingness to buy.

8. Go and find the people you want to help

Outbound conversations have helped me identify more potential clients than waiting for people to like, comment or message me.

I reach out to new connections and followers, people I find interesting in my feed and people engaging with events. A relevant comment can also provide a natural opening.

My suggested starting practice is to find and approach at least ten relevant people a day, provided you have the capacity to give those conversations proper attention. This is a working target, not a platform limit or a reason to send irrelevant messages.

Learn to use LinkedIn's search bar deliberately. Start with who you want to help, the work they do and the situation your offer addresses. Explore Sales Navigator if more detailed prospecting would be useful to you; it is not a prerequisite for starting.

Be curious about what people are doing. A promising profile is a reason to have a conversation, not proof that someone needs your programme.

A suggested opening message

> Hi [name], I came across [specific, genuine detail about their work]. I work with [audience] on [relevant problem or outcome], so it caught my attention. How are you approaching [one relevant question] at the moment?

Use this as a structure, not a script to send unchanged to everyone. Only refer to things you have actually read or know.

When someone has requested a resource

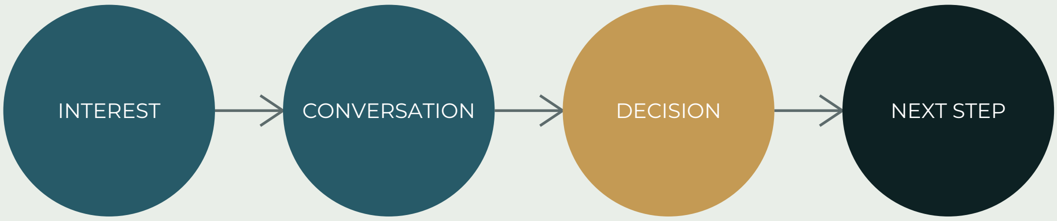
> Hi [name], thanks for commenting. Here's the resource I mentioned: [link]. What are you working on at the moment?

Deliver the promised resource without making an answer a condition of receiving it.

9. Keep the relationship moving without chasing indefinitely

A respectful path from interest to decision

Make follow-up useful, bounded and easy to decline.



decline → stop · requested date → record · silence → close loop

In my experience, getting to know someone can involve conversations and follow-ups over one to four weeks. Even after a call, someone may take another couple of weeks to decide whether working together is right for them.

Let their circumstances, rather than a fixed timeline, guide the conversation.

I have sometimes nudged people several times and received a thoughtful reply explaining that work and life had been busy. I have also been asked whether my messages were automated. That is useful feedback about how the approach can feel from the other side.

A follow-up should help the person continue or decide. It might answer an outstanding question, share something relevant or check whether the timing works.

A suggested follow-up

> Hey [name], coming back to our conversation about [specific goal]. Is there anything you'd need to know to decide whether [next step] would be useful?

Stop when someone declines. If they ask you to return at a particular time, record that. If there is sustained silence, close the loop rather than escalating pressure; around two weeks without a response can be a useful review point.

Invite interested people to subscribe to your newsletter if they want to stay connected. A LinkedIn reply or resource request is not, by itself, an invitation to add them to a mailing list.

10. Make the next step a warm, clear conversation

I have tried directing people to a sales page. In my experience, some are reluctant to click through, and an invitation to talk has worked better.

I use a Google Calendar booking called Chai with Shub. People receive my favourite chai recipe and can make a cup before we meet. It is a warm way to introduce myself and get to know someone.

I treat it as an initial discovery conversation. I want to understand what they are working on and what is difficult. Where there is a fit, I invite them to work with me and send any further details they need.

You do not need to copy the chai idea. Create a clear invitation that feels like you.

A suggested call invitation

> It sounds like you're trying to [goal], with [challenge] getting in the way. Would a short conversation help? We can explore what you need and whether I can help. Here's my booking link if you'd like to choose a time: [link].

Keep the description transparent. If you may discuss working together, do not disguise that possibility.

I now use my AI agent as a CRM to help me keep track of conversations and follow-up. A simple record can include the person's goal, the question still unanswered, the agreed next step and when to revisit it.

11. Help people picture what working with you means

It is not enough to identify the right person and explain that your product could help. People also need enough detail to make a decision.

They have work, family and other commitments. They may be interested but unable to picture how your programme would fit.

Make these details easy to understand:

Decision	Information someone may need
Time	Dates, session times, frequency, duration and work between sessions.
Format	Phone or video, group or individual, and the platform used.
Experience	What happens during a session and what they will be expected to do.
People	Who the group is for and the kind of peers they can expect.
Cost and risk	Price, payment arrangements and the actual cancellation or refund terms.
Flexibility	What happens if they miss a session and what support is available.
Outcome	How the activities connect to the result they want, without guaranteeing an outcome you cannot control.

The offer does not have to match every preference. It needs to be specific enough for someone to judge whether it could work for them.

If someone says the timing is difficult, explore what that means. The session time, available energy and overall workload are different problems.

> Thanks for explaining. Is the main difficulty the session times, the work between sessions, or taking on something extra right now?

Answer with the flexibility you actually offer. Sometimes the right decision is to leave this round.

12. An example from my founding cohort

This account is anonymised and paraphrased. Identifying details and private message screenshots are omitted. It describes a historical offer, not current programme terms.

I invited a clinician to my founding cohort after connecting the programme to a goal they had discussed with me. I explained the programme and shared an application link.

After follow-ups, they replied that work and life had been busy. They appreciated the messages and thought the programme looked useful, but were uncertain about the timing. They asked when it would run again.

Later, they explained that they had registered for a webinar but had been unable to leave clinic in time. They asked about the programme's price and future availability. I shared the replay and answered those questions.

They then applied and went on to join the founding cohort. At the point of applying, they were still working out how attendance would fit around clinic.

What worked in the conversation

- The invitation was connected to something the person wanted to achieve.
- I explicitly invited them rather than expecting content to do all the work.
- Following up reopened a conversation that had been delayed by other commitments.
- The replay offered another way to access material they had missed.
- Practical information helped them consider the next step.

We cannot tell from the messages which single element led to the decision, or whether they watched the replay before applying.

What I would improve

Some of my earlier wording leaned on fear of missing out and challenged whether their goal was really a priority. I would now explore the practical obstacle more directly. Someone can care deeply about a goal and still lack capacity.

I would also put session times, workload and attendance arrangements earlier in the conversation, give the relevant outcome more space than bonuses, and remove unfinished labels or inconsistent programme names from the application page. Any deadline or future price statement should reflect a real, confirmed arrangement.

The useful lesson is that personal follow-up can help someone understand an offer and decide. The fact that a person joined does not make every line of the conversation worth copying.

A suggested invitation template

Hey [name], you mentioned wanting to [specific goal], and that [specific difficulty] was getting in the way.
I'm running [programme], where we'll work on [relevant outcome] through [brief explanation of the process]. I thought of you because [specific reason it could fit].
It runs [dates/times], involves around [realistic commitment] and costs [price].
Here's the overview: [link]. Happy to talk through whether it fits what you need.

This template adapts the exchange using those improvements.

13. AI can support the work; unauthorised DM automation risks the account

My concern with LinkedIn automation goes beyond whether a tool works reliably. LinkedIn prohibits bots and other unauthorised automated methods for activities including sending messages, and says prohibited tools can lead to account restriction or closure. See LinkedIn's prohibited software and extensions policy.

Tools claiming to automate outreach exist. That does not make them authorised or safe for the account and audience you have built. This guide does not recommend them.

I have invested in a third party to handle manual outreach on my behalf. That describes my arrangement; it is not a recommendation to share your login. LinkedIn's User Agreement, section 2.2, says not to share your account with anyone else. If you hire support, structure it around permitted activities such as research, drafting and keeping records, with sending handled through authorised access.

AI can still help substantially outside that activity:

- Turn your own voice notes into posts.
- Help clarify your audience and profile wording.
- Draft messages for you to review.
- Organise notes you supply from conversations.
- Remind you about an agreed follow-up.
- Review your results and help you decide what to change.

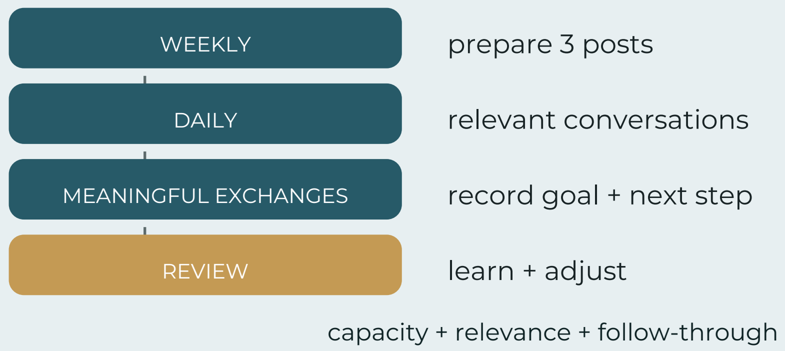
Automating your reminders is different from automating messages to people.

Policy references checked on 20 September 2026. Recheck the official guidance before adopting a new tool or workflow.

14. A starting routine you can adapt

A routine that fits around clinical work

Consistency is a support, not a second full-time job.



Adapt this starting routine to your rota and capacity.

Rhythm	Action
Weekly	Prepare three posts: possibility, purpose and process. Use voice notes and AI where helpful.
Daily, within your available time	Find relevant people, start thoughtful conversations and respond to existing ones. Use my ten-person target only if you can maintain relevance and follow-through.
At a sustainable interval	Host deeper content, such as a live discussion or webinar, with a clear reason for your audience to attend.
After meaningful exchanges	Record the goal, open question and agreed next step. Offer a call when it would be useful.
Weekly review	Look at relevant conversations, bookings, attendance, fit and eventual clients alongside reach. Notice which activity helped people move forward.

You do not need an elaborate reporting system. Ask: who did this reach, what conversations did it create, and what did I learn?

If posts get attention but few relevant conversations, investigate the audience, message and next step. If conversations happen but calls do not, examine the invitation and practical barriers. Treat these as questions to test, rather than automatic diagnoses.

15. Use this guide with your AI agent

Upload this guide to your assistant or agent and paste the prompt below. It is designed to help you build a routine around your situation, including recurring tasks where your agent supports them.

You are helping me apply the attached LinkedIn for Clinician Founders guide by Shub.

Treat the guide as a practitioner's experience and starting framework, not a universal formula. Distinguish Shub's reported experience, suggested templates and official platform requirements. Do not attribute his outcomes to me or invent evidence for my business.

First, interview me one question at a time. Use anything I have already told you and only ask for missing information that affects the plan. Establish:
- Who I want to help, the problem they face and the outcome they want.
- What product or service I offer, or what I am still trying to test.
- Evidence I already have: actual work, examples, feedback and results.
- Whether my intended audience is accessible on LinkedIn.
- My existing profile, content, network and experience of outreach.
- What I am comfortable creating and the time I can realistically protect around clinical work.
- What someone can do next: request a resource, attend an event, book a conversation or another relevant step.
- The dates, format, workload, cost and other details someone needs to assess my offer.

Help me decide whether LinkedIn fits those circumstances. If the fit is uncertain, propose a small test rather than adding more platforms automatically.

Then help me build:
1. A clear audience and offer statement, with assumptions labelled.
2. A profile checklist and draft wording aligned with my real evidence.
3. A sustainable content plan using possibility, purpose and process. Start from three posts a week only if my capacity supports it.
4. A way to turn my voice notes into posts while preserving my voice. Ask for a real example where one is missing; never make one up.
5. A practical plan for depth through live discussion or another suitable format. Check current platform access requirements before giving technical setup instructions.
6. Search terms and criteria I can use manually to find relevant people. Do not scrape profiles.
7. Personalised DM drafts based on information I supply, with one clear question or next step. Avoid generic flattery, manufactured urgency and pressure about someone's priorities.
8. A clear call invitation and booking-page description.

9. A simple conversation tracker: person, context, goal, last contact, outstanding question, agreed next step, follow-up date and status.
10. A weekly review that connects activity to relevant conversations, bookings, fit and eventual outcomes. Keep attribution uncertain where the evidence is uncertain.

For follow-up, respect a decline, an opt-out or a requested date. Establish a stopping rule for sustained silence. Do not automatically subscribe contacts to a newsletter.

For recurring tasks, first check what scheduling tools you actually have. Ask for my timezone, available days and preferred times if these are unknown. Once I agree the schedule, create supported recurring reminders or cron jobs for content preparation, manual outreach, due follow-ups and a weekly review. Avoid duplicates. Tell me exactly which tasks were successfully created. If scheduling is unavailable, provide a calendar-ready schedule and say clearly that nothing has been scheduled.

Recurring tasks may prepare drafts, surface agreed follow-ups and ask me for updates. They must not use unauthorised LinkedIn automation, send DMs, publish posts or enrol people in mailing lists on their own. Keep external actions within my explicit authorisation and the platform's rules; never bypass access controls or share account credentials.

Maintain a short working record of confirmed facts, assumptions, decisions, actual results and open questions. At each review, suggest one useful adjustment based on the evidence instead of rebuilding the whole system.

Start with the most important unanswered question about my audience or offer.

16. Your next useful move

Start with a clear person and problem. Make your profile coherent. Write about possibility, purpose and process. Give people a chance to experience your thinking in greater depth, then start the conversations that content alone may never create.

The work is helping the right people discover you, get to know you and understand a next step they can realistically take.

Choose one part of that process to improve this week.

If you want support finding, testing and building your product or service alongside medicine, explore Clinician Founder.

Prepared from Shub’s firsthand account and an anonymised founding-cohort conversation. Version 1.1 · September 2026.