

6 Prompts to 10x Your LinkedIn Profile — Large Format & DTF Edition

Why This Matters for Print Professionals

These prompts are based on public explanations and practitioner analyses of 360Brew between late 2025 and early 2026.

LinkedIn's 360Brew algorithm changed visibility rules. Posts that worked six months ago don't perform now. The system prioritizes profile completeness, profile-content alignment, expertise signals, and meaningful interactions over engagement bait.

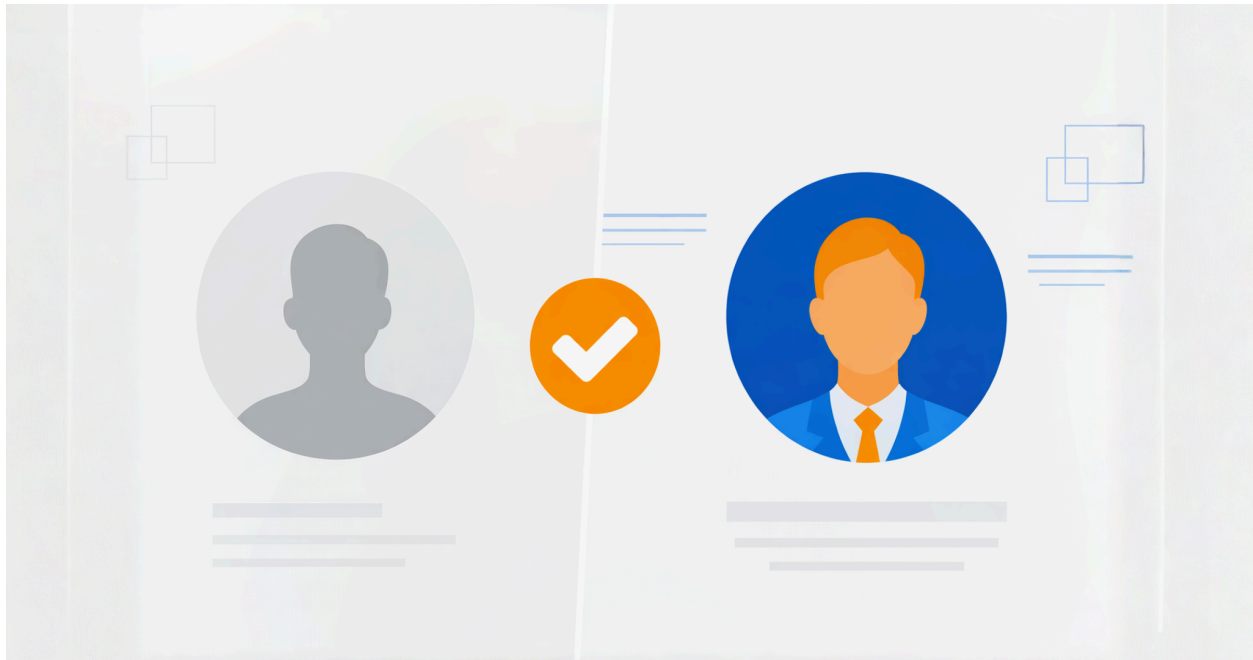
Print professionals face a specific challenge: most LinkedIn advice comes from SaaS marketing consultants who've never run a production floor. This guide translates 360Brew optimization into operational terms that matter for large format and DTF shops.

What changed: 360Brew reads your profile and posts together to determine relevance. Profile completeness (including photo) affects how often your content gets shown. Inconsistency between what your profile says and what you post about limits reach. Clarity and focus matter more than posting frequency.

What stayed the same: Real expertise, practical insights, and helping others still drive engagement. The algorithm just got better at detecting it.

The 6 Optimization Prompts

Use these prompts to optimize your profile sections. Copy each prompt, fill in your specifics, and paste into ChatGPT or Claude. The output gives you 360Brew-aligned guidance you can implement immediately.



Prompt 1: Profile Photo Strategy

Purpose: Establish immediate credibility and trust. 360Brew factors profile completeness into visibility, and your photo is the first trust signal before anyone reads your content.

Why this matters for print professionals: Your photo should signal "I've been on a production floor" not "I downloaded stock photography." Print buyers, shop owners, and operators decide within seconds whether you understand their world.

Copy this prompt:

I need guidance on selecting or taking a LinkedIn profile photo for the printing industry.

My role: [shop owner / production manager / equipment supplier / technical specialist / consultant]

My work environment: [production floor / office / mix of both / remote]

My target audience: [print shop owners / production managers / equipment buyers / operators]

Current situation: [I have no photo / my photo is outdated / my photo is too casual / my photo is too corporate]

Provide specific recommendations for:

1. *Setting and background (what signals credibility in printing)*
2. *Attire (what's appropriate for my role without being overly formal)*
3. *Expression and pose (what conveys expertise and approachability)*
4. *What to avoid (common mistakes that hurt credibility in B2B industrial)*
5. *Technical specs (lighting, framing, file format)*

Make it practical for someone who doesn't have a professional photographer—focus on what I can do with a phone camera and decent lighting.

Context: I need to look like someone who understands print production, not a generic business consultant.

Expected guidance output will cover:

For Shop Owners/Operators:

- Production floor background (equipment visible but not cluttered)
- Work-appropriate attire (polo shirt or button-down, not suit unless that's your actual day)
- Slight smile, confident but not salesy
- Natural lighting near a window or good overhead shop lighting
- Avoid: Crossed arms (defensive), too-casual selfies, blurry photos, sunglasses

For Equipment Suppliers/Technical Specialists:

- Clean background (office or showroom, not cluttered warehouse)
- Business casual (represents professional services without being stuffy)
- Direct eye contact, approachable expression
- Professional but not corporate studio vibe
- Avoid: Trade show photos with busy backgrounds, group shots, overly formal headshots

For Consultants/Industry Experts:

- Neutral professional background (can be office, could be clean production area)
- Polished but authentic (you're selling expertise, not products)
- Confident, approachable expression
- Well-lit, clear, recent photo
- Avoid: Stock-photo-style corporate headshots, outdated photos, casual vacation shots

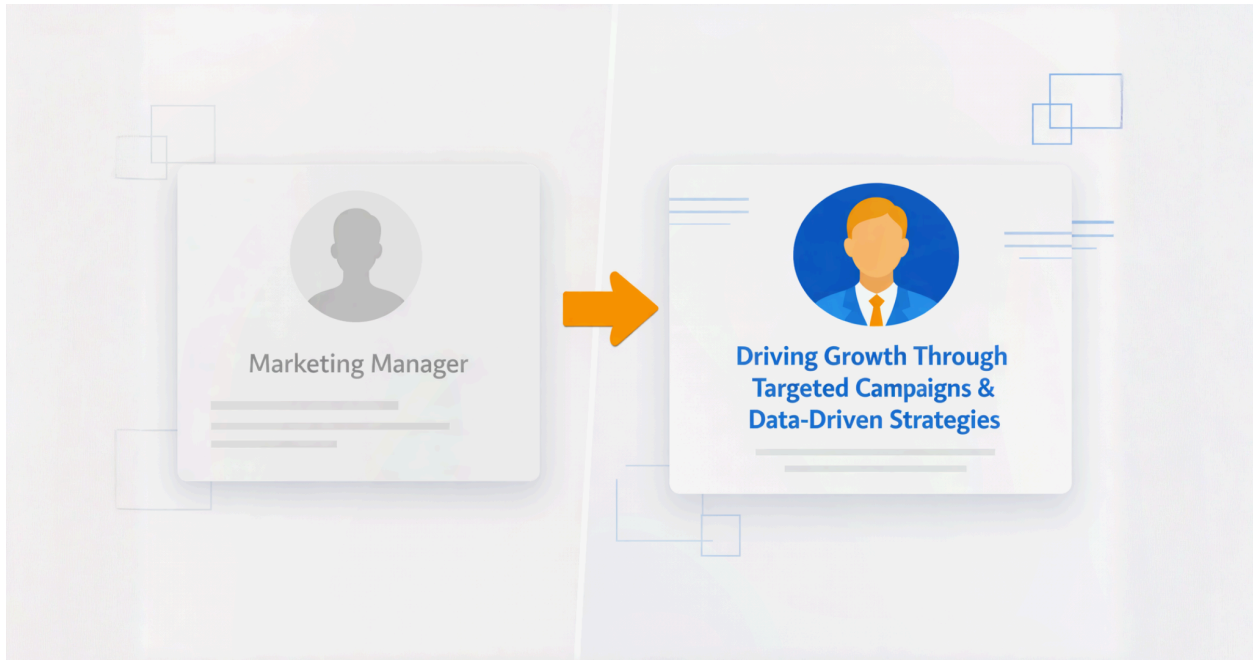
Technical requirements (applies to everyone):

- Minimum 400x400 pixels (LinkedIn displays 400x400, but upload higher res)
- Square crop (your head/shoulders should fill most of the frame)
- JPEG or PNG format
- Under 8MB file size
- Face clearly visible (no sunglasses, hats, or heavy shadows)
- Recent photo (within 2 years)

Quick DIY guide:

1. Find a clean, well-lit area (near a window during daytime works well)
2. Position yourself 3-4 feet from background to avoid harsh shadows
3. Camera at eye level (not looking up or down at phone)
4. Use portrait mode if available (blurs background slightly)
5. Take 20+ shots, pick the best 3, get feedback from colleagues
6. Crop to square format with your head/shoulders filling the frame

Why this matters for 360Brew: Profile completeness affects visibility. No photo = algorithm assumes incomplete profile = lower distribution of your posts. Quality photo signals you're serious about your professional presence.



Prompt 2: Headline Optimization

Purpose: Transform generic job titles into outcome-focused positioning that signals expertise to both humans and the algorithm.

Copy this prompt:

I'm a [your current role] in the [large format/DTF/wide format] printing industry.

My target audience is: [print shop owners / production managers / print buyers / equipment suppliers]

The main problem I solve: [reducing waste / improving color consistency / scaling DTF operations / optimizing workflows]

The outcome I deliver: [faster turnaround / higher margins / reduced variability / predictable production]

Write me 3 LinkedIn headline options that:

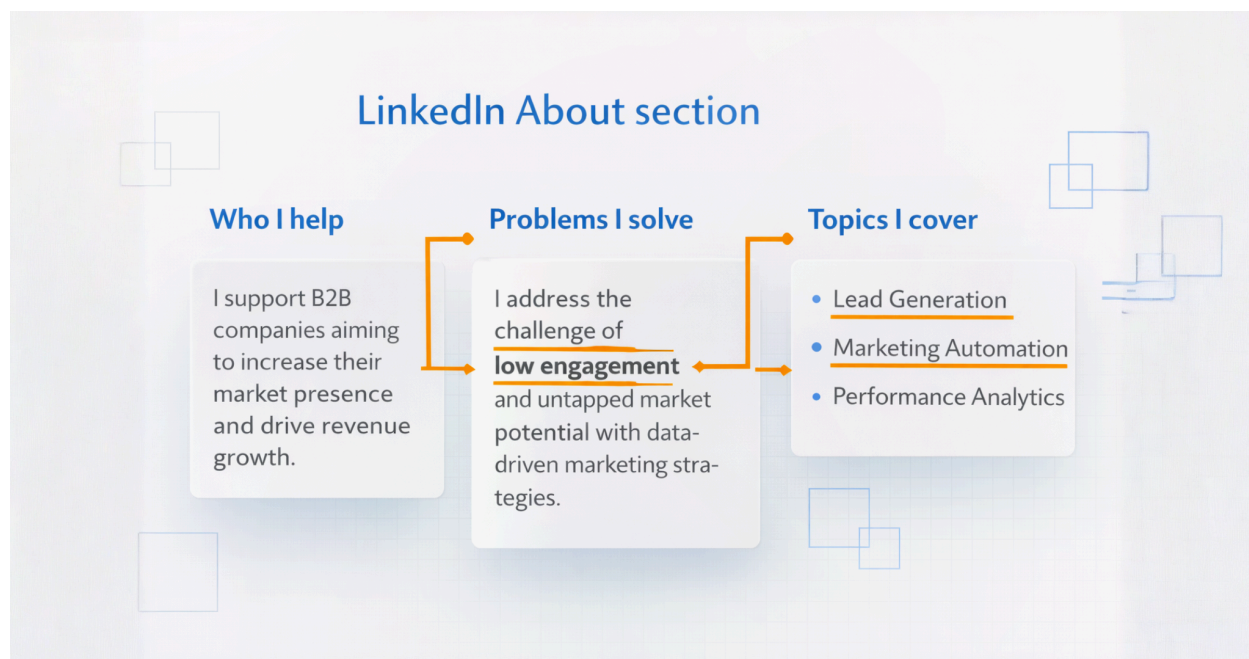
- Lead with outcomes, not job titles
- Include relevant keywords (large format, DTF, print production, etc.)
- Signal expertise to my target audience
- Stay under 120 characters
- Avoid generic marketing language

Make it conversational and credible, like someone with 20+ years in printing would write it.

Example output:

- "Helping DTF shops reduce film waste by 40% through predictable gang sheet workflows"
- "Large format production optimization — 25 years turning margin pressure into profitable workflows"
- "DTF printer engineering for shops scaling past 500 transfers daily"

Why this works: The algorithm understands who you help and what you deliver. Your headline becomes searchable for the right terms while staying human-readable.



Prompt 3: About Section Rewrite

Purpose: Create a conversational About section that establishes expertise, defines your niche, and aligns with your content themes.

Copy this prompt:

I need to rewrite my LinkedIn About section for the printing industry.

Background:

- *Industry experience: [years in large format/DTF/wide format]*
- *Specific expertise: [color management / workflow automation / equipment selection / production optimization]*
- *Who I help: [print shop owners / operators / suppliers / buyers]*
- *Main topics I post about: [list 2-3 topics you regularly cover]*

Problems I solve:

1. *[specific problem #1]*
2. *[specific problem #2]*
3. *[specific problem #3]*

Results I've delivered:

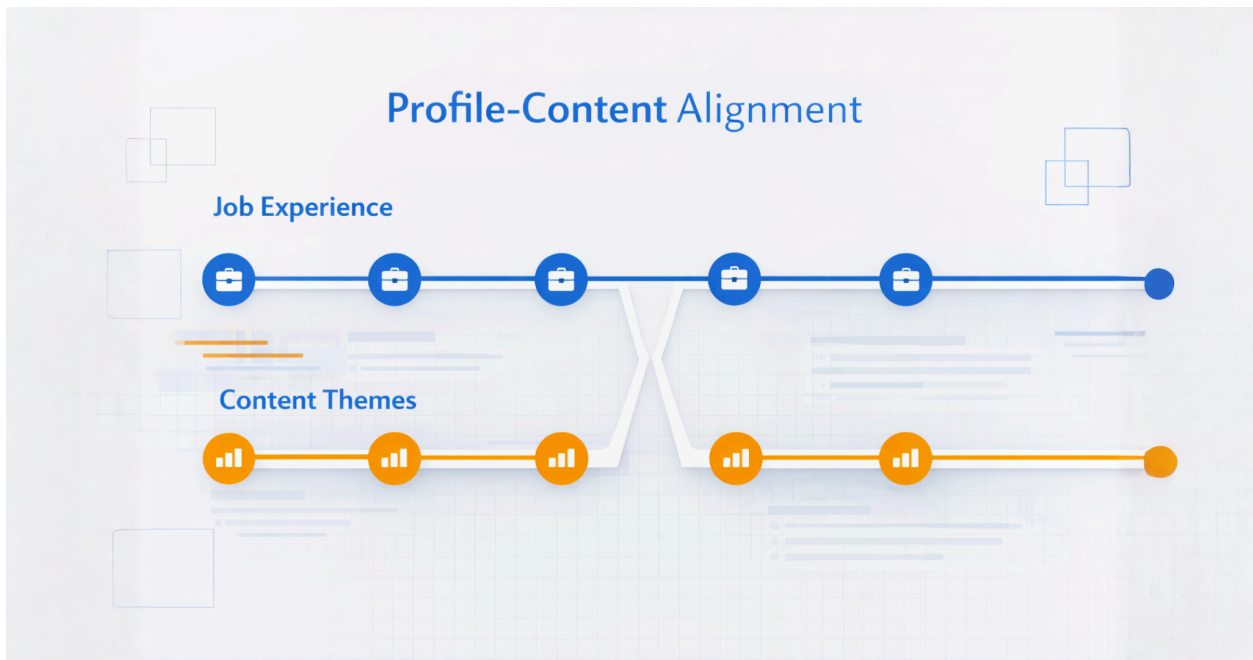
- *[specific outcome with metric if possible]*

Write my About section that:

- *Opens with who I help and the problem I solve*
- *Uses conversational language (write like I'm talking to another print professional)*
- *Includes 2-3 short paragraphs, not bullet points*
- *Mentions the topics I post about (for algorithm alignment)*
- *Ends with a simple call to action (connect, follow, or message)*
- *Avoids generic phrases like "passionate about" or "helping businesses grow"*
- *Stays under 300 words*

Write it in the voice of someone who's been on a production floor, not a marketing consultant.

Why this works: The algorithm sees your About section reinforcing your post topics. Readers immediately understand your expertise and whether you're relevant to them.



Prompt 4: Experience Section Alignment

Purpose: Rewrite job descriptions to showcase outcomes and competencies that map to your content themes, improving profile-content coherence.

Copy this prompt:

Rewrite my current role description for LinkedIn to align with 360Brew's emphasis on profile-content consistency.

Current role: [Job title]

Company: [Company name and type — print shop/supplier/manufacturer]

Duration: [Years in role]

My main responsibilities:

- [responsibility #1]*
- [responsibility #2]*
- [responsibility #3]*

Measurable achievements:

- [achievement with metric if available]*

Content themes I post about on LinkedIn:

- *[theme #1 — e.g., DTF workflow optimization]*
- *[theme #2 — e.g., color management]*
- *[theme #3 — e.g., automation tools]*

Write a LinkedIn Experience description that:

- *Starts with a one-sentence summary of my role's impact*
- *Highlights 3-4 specific achievements with outcomes*
- *Uses language that reinforces my content themes*
- *Focuses on production/operational results, not generic "leadership"*
- *Stays under 150 words*
- *Sounds like a print professional, not a corporate resume*

Make it direct and credible.

Why this works: When your job description uses the same terminology as your posts, 360Brew recognizes sustained expertise in specific areas and shows your content to more relevant audiences.



Prompt 5: Post Opening Lines

Purpose: Generate strong opening sentences for posts that set context immediately, improving both reader engagement and algorithm classification.

Copy this prompt:

I'm writing a LinkedIn post about [topic] for print professionals.

Topic: [specific subject — e.g., "gang sheet optimization" or "white underbase calibration"]

Target audience: [print shop owners / production managers / operators / suppliers]

Key insight or takeaway: [the main point you want to make]

Supporting evidence: [stat, example, or observation from your experience]

Generate 5 different opening lines that:

- Immediately establish context (what the post is about)
- Hook print professionals specifically
- Avoid generic openers like "I've been thinking about..." or "Hot take:"
- Use conversational language
- Stay under 140 characters
- Lead with the problem, pattern, or principle

Write them like someone who's run print production for 20+ years would speak.

Example outputs:

- "DTF white underbase calibration drifts faster than CMYK. Weekly reference jobs catch this before customer complaints do."
- "Banner production rarely lost margin at the printer—it lost it in finishing."
- "Real productivity starts where setup ends. Shops that scaled didn't add faster printers—they reduced variables."

Why this works: 360Brew uses opening lines to classify post relevance. Strong context in the first sentence helps the algorithm show your post to the right audience while giving readers immediate value.



Prompt 6: Content Theme Definition

Purpose: Map out 3 core topics and post formats to maintain profile-content consistency and train the algorithm on your expertise areas.

Copy this prompt:

Help me define a focused content strategy for LinkedIn that aligns with 360Brew's emphasis on consistency.

My expertise areas:

- [area #1 — e.g., DTF production workflows]
- [area #2 — e.g., color management]
- [area #3 — e.g., automation tools]

My target audience: [print shop owners / operators / suppliers / specific niche]

Problems I solve:

1. [problem #1]
2. [problem #2]
3. [problem #3]

Create a simple content framework:

1. Define 3 core topics I should post about (specific enough to demonstrate expertise)
2. Suggest 2-3 post formats for each topic (e.g., case study, checklist, pattern analysis)
3. Create a 4-week posting schedule showing how to maintain focus while providing variety
4. Ensure all topics connect to real print shop operations

Make it practical and sustainable for someone who runs a business, not a full-time content creator.

Example output structure:

- **Topic 1:** DTF gang sheet optimization
 - Format 1: Weekly operational checks (checklist posts)
 - Format 2: Common mistakes analysis
 - Format 3: Before/after workflow improvements
- **Topic 2:** Color consistency workflows
 - Format 1: Troubleshooting patterns
 - Format 2: Reference job methodology
 - Format 3: Vendor comparison insights

Why this works: Posting consistently about defined topics signals focused expertise to 360Brew. The algorithm learns to show your content to specific audiences interested in those topics, increasing relevance and reach.

Implementation Sequence

Week 1: Profile Foundation

- Use Prompt 1 to evaluate and update Profile Photo (do this first)
- Use Prompts 2-4 to rewrite Headline, About, and Experience
- Publish updates (algorithm notices profile changes)
- Review Featured section — ensure it reinforces your 3 core topics

Week 2: Content Alignment

- Use Prompt 6 to define content themes and schedule
- Draft 4 posts using those themes
- Use Prompt 5 to optimize opening lines

Week 3: Engagement Pattern

- Publish first post with strong opening line
- Comment meaningfully on 3-5 posts in your topic area daily
- Track which topics generate strongest response

Week 4: Refinement

- Review what performed best
- Double down on highest-engagement topic
- Adjust remaining topics based on audience response
- Continue consistent posting schedule

Print Industry Examples

Example 1: DTF Shop Owner – Sample evolution using the prompts

Before (typical generic profile):

- Headline: "Owner at ABC Printing"
- About: "Running a print shop for 15 years. We do DTF, screen printing, and embroidery. Contact us for quotes!"

After (sample wording generated with the prompts):

- Headline: "Helping DTF shops scale past 500 daily transfers without adding staff"
 - About: "After 15 years running print production, I learned that growth came from removing bottlenecks, not buying faster equipment. I help DTF shop owners optimize gang sheet workflows, reduce film waste, and improve color consistency. Topics: production automation, quality control, margin improvement. If you're stuck at 200-300 transfers daily and can't figure out the next step, connect."
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Example 2: Large Format Production Manager – Sample evolution using the prompts

Before (typical generic profile):

- Headline: "Production Manager - Wide Format Division"
- About: "Experienced production manager with expertise in large format printing, team leadership, and quality control."

After (sample wording generated with the prompts):

- Headline: "Large format production optimization — 22 years turning deadline pressure into predictable workflows"
- About: "I've managed wide format production through three equipment generations and learned that consistency beats speed every time. I help production managers reduce setup time, improve color matching first-run accuracy, and scale output without proportional labor increases. Topics: workflow automation, color management, team training. Connect if you're dealing with multi-shift variability or seasonal volume spikes."

Example 3: Print Equipment Supplier – Sample evolution using the prompts

Before (typical generic profile):

- Headline: "Sales Manager - DTF Equipment Solutions"
- About: "Selling DTF printers and supplies. Industry-leading technology and support."

After (sample wording generated with the prompts):

- Headline: "DTF equipment engineering for shops outgrowing entry-level systems"
- About: "Most DTF failures happen during scaling, not startup. I help shops moving from 100 to 500+ daily transfers select equipment that matches their actual workflow, not vendor spec sheets. Topics: capacity planning, ink system selection, finishing automation. Eight years placing DTF systems taught me that the right fit matters more than the fastest printer."

What to Avoid

Profile-Post Mismatches:

- Profile talks about "full-service printing," posts only discuss DTF workflows
- Headline says "30 years in printing," posts are generic business advice not print-specific

Generic Language:

- "Passionate about printing excellence"
- "Helping businesses grow through innovative solutions"
- "Industry thought leader driving change"

Weak Opening Lines:

- "I've been thinking about this lately..."
- "Hot take: [generic statement]"
- "Here's something interesting..."

Inconsistent Topics:

- Week 1: DTF workflows
- Week 2: Social media marketing
- Week 3: General business advice
- Week 4: Equipment reviews

Stay focused. The algorithm rewards depth in specific areas over breadth across many.

Measuring Results

Profile Performance:

- Many professionals report 2–4× more profile views after tightening alignment; treat these numbers as directional, not guarantees.
- Connection requests from target audience
- Inbound messages about specific expertise areas

Content Performance:

- Impressions per post (track before/after optimization)
- Engagement rate (comments from relevant professionals)
- Follower growth (quality > quantity)

Business Impact:

- Qualified leads from LinkedIn
- Speaking/collaboration opportunities
- Industry visibility within your niche

Track weekly. Adjust topics based on what resonates with your target audience, not vanity metrics.

Quick Reference Checklist

Profile Optimization (One-Time):

- ☐ Update profile photo using Prompt 1 guidance
- ☐ Rewrite headline using Prompt 2
- ☐ Rewrite About section using Prompt 3
- ☐ Update current Experience using Prompt 4
- ☐ Review Featured items for topic alignment
- ☐ Add relevant skills matching content themes

Content Strategy (Ongoing):

- ☐ Define 3 core topics using Prompt 6
- ☐ Create 4-week content calendar
- ☐ Use Prompt 5 for opening lines on every post
- ☐ Post 2-3x weekly on core topics
- ☐ Engage meaningfully on 3-5 relevant posts daily

Monthly Review:

- ☐ Track profile views and connection requests
- ☐ Identify highest-performing post topics
- ☐ Adjust content focus based on engagement
- ☐ Ensure profile still aligns with actual post topics
- ☐ Verify profile photo is current (update annually at minimum)

Advanced Tips

Profile-Content Feedback Loop:

- If a post performs exceptionally well, ensure your profile reinforces that topic
- Add successful post examples to Featured section
- Update Experience descriptions to reflect viral post themes

Comment Strategy:

- Reply to every comment on your posts within 2 hours
- Add value in comments on others' posts (not generic praise)
- Build relationships with 10-15 consistent voices in your topic area

Consistency Over Frequency:

- 2 high-quality posts per week beats 5 rushed posts
 - Sustained focus on 3 topics beats random daily content
 - Better to post less and engage more than vice versa
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Resources

Profile Optimization:

- Use these 6 prompts with ChatGPT, Claude, or Gemini
- Review profile quarterly for alignment with current content focus
- Test headline variations and track connection request quality
- Update profile photo annually at minimum

Content Planning:

- Build a 4-week content calendar before starting
- Batch-write opening lines for multiple posts
- Save high-performing post patterns as templates

Engagement:

- Set 15 minutes daily for meaningful LinkedIn comments
- Focus on posts within your 3 core topic areas
- Build real relationships, not just algorithmic signals

Final Thoughts

360Brew rewards sustained expertise in specific areas. Print professionals have an advantage: you solve real operational problems every day. The algorithm wants that content—it just needs clear signals about your focus areas.

Use these 6 prompts to establish complete profile optimization and profile-content alignment. Start with your photo (trust signal), then build from there. Stay consistent. The results compound over 60-90 days as 360Brew learns your expertise areas and shows your content to increasingly relevant audiences.

The shops that win on LinkedIn aren't the ones posting daily motivational content. They're the ones demonstrating depth in specific print production areas and helping others solve real problems.

Start with your profile photo, then your headline. Everything else follows from there.

Questions?

Connect on LinkedIn: [Kjell Karlsson](#)

Newsletter: [Printing TLDR](#)

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Applies to: Large format, DTF, and wide format print professionals

Based on: LinkedIn 360Brew algorithm (2025-2026)

Prompts: 6 (Profile Photo, Headline, About, Experience, Opening Lines, Content Strategy)