MDRT CENTER for FIELD LEADERSHIP®
Building Leaders to Build Success

AI-Powered Recruiting through LinkedIn

Masterclass Handout / Checklist by Avraam Pekris

1) Digital Visibility (Profile as storefront)

- ☐ **Define what you want to be known for (recruiting theme)**

Your recruiting theme: e.g., building second careers for teachers and coaches

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- ☐ Update photo + banner + headline AI

- ☐ **Rewrite About section (mission + who fits + proof) AI**

Key points for your About section: e.g., mission, who thrives on your team, proof such as awards or retention

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- ☐ **Add keywords to Experience/Skills AI**

Keywords to add: e.g., insurance recruiting, agency leadership, advisor careers

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2) Social Selling Index (SSI): Trust & Behavior

☐ Check SSI and write it:		/100
☐ **Choose ONE lever to improve: Brand / Find / Engage / Relationships**		
Lever: e.g., Brand		
☐ Set 30-day SSI target:		(+5 to +10)

3) Content as Pre-Recruit Engine

- ☐ Commit to 3 posts/week (2 value, 1 culture/story) AI

- ☐ **Daily 10-min engagement (5 comments + 10 reactions)**

Evergreen: e.g., client-success story, team-culture post, FAQ answer

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4) Targeting with Sales Navigator

- ☐ **Create 2-3 saved searches AI**
  Ex: role/function, industry, geography, seniority
- ☐ Build lead list of 50-100 and tag A/B/C AI
- ☐ Weekly clean-up: remove wrong fits + add new leads

5) LinkedIn Recruiting Funnel (4 Stages)

☐ **TARGET:** add new leads		/ week
☐ **CONNECT:** send requests		/ week
☐ **CONVERSE:** start conversations		/ week

6) AI-Assisted Messaging Sequence

- ☐ **Write your value proposition AI**

Your value proposition: e.g., we develop career changers into MDRT-level advisors

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- ☐ **Create 3 messages: Connect > After accept > Invite AI**

Message outlines:

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- ☐ **Personalize each with 1 detail (role/post/achievement) AI**

Personalization ideas: e.g., recent post, shared connection, career milestone

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7) Process Automation (Linked Helper)

- ☐ Decide what to automate vs keep human (replies stay human)
- ☐ **Set up Workflow AI**
  View > Connect > Msg #1 > After accept > Msg #2

8) AI-Assisted Selection (Talent Partner Model)

- ☐ **Define top must-have traits AI**

Must-have traits: e.g., coachability, work ethic, people orientation

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- ☐ Use the same scorecard for every candidate AI
- ☐ Generate 1-page candidate summary + recommendation tier AI

9) Weekly Improvement Loop (Metrics)

- ☐ Track: acceptance %, reply %, meetings booked AI
- ☐ Change 1 filter + test 1 new message each week

AI = AI-assisted tasks/triggers *Gray boxes = write-in areas for your notes & metrics*

Based on the masterclass presentation by Avraam Pekris.