

FREE RESOURCE FROM WARMLINE

The LinkedIn Comment System

A complete system for writing LinkedIn comments that get replies, warm up buyers, and book calls — including the Claude prompt, voice calibration guide, and 10 worked examples.

What you'll have after reading this

A repeatable comment system you can run in under 2 minutes per post

Who it's for

B2B founders and agency owners using LinkedIn to build pipeline

What's inside

The system, the prompt, voice calibration, 10 examples, and a daily workflow

warmline.io

Why comments are the best cold outreach you're not doing

Cold email open rates have dropped to 30–40% for well-run sequences. LinkedIn connection requests without a note get accepted by roughly one in five people. InMail, at LinkedIn's own admission, performs worse than email for most use cases.

A comment is different. When you leave a thoughtful comment on a buyer's post, it appears in the feeds of everyone who follows that person — not just the person you commented on. You get distribution you didn't pay for. And because it's a public contribution to their content rather than an unsolicited approach, the social contract is completely different.

What makes it work

Reach beyond the target

Your comment shows up in the feeds of all their followers. One good comment on a VP of Sales at a 500-person fintech can reach dozens of their peers without you doing anything extra.

No opt-in required

You don't need them to have accepted a connection request or opened an email. If they post publicly, you can comment.

It builds recognition before the ask

By the time you send a DM or cold email, they've already seen your name two or three times adding value to their content. The ask lands differently.

Replies are warm signals

When they reply to your comment, that's a buying signal. They've engaged with you publicly. A DM at that point isn't cold — it's a continuation.

Why most people's comments don't work

The problem isn't the channel. It's the comments. 'Great post!' gets ignored. So does the comment that restates what the person already said. What gets a reply is a comment that adds something — a specific counterpoint, a related observation, a question that moves the conversation forward.

That's what takes time. Reading the post properly, forming a real view on it, writing something that sounds like a person wrote it rather than a tool. At 10 posts a day, that's 60–90 minutes minimum, every day, before you've even tracked anything.

This guide gives you a system that cuts that to under 15 minutes — without the comments getting worse.

The comment system, step by step

Five steps. Under two minutes per comment once you have your voice examples saved.

1 Build your buyer list

Start with 30–50 people you actually want to sell to. Founders, CROs, CISOs, Heads of Compliance — whoever your ICP is. These are the people whose posts you'll be monitoring. You can add to the list over time, but start small enough that you can actually track who's engaging.

2 Find posts from the list

Check LinkedIn daily for recent posts from the people on your list. You're looking for posts from the last 24–48 hours — anything older and you'll be commenting on something they've already moved on from. Focus on posts where they share an opinion or experience, not just shared links or job announcements.

3 Paste the post into the prompt

Copy the full text of the post. Paste it into the Claude prompt in this guide (page 5). Fill in your voice examples and context. Run it. You'll get three comment options in under 30 seconds.

4 Pick one, edit it

Read the three options. Pick the one that best fits the post and sounds most like you. Edit it — change a word, tighten the question at the end, make it yours. The prompt gets you 80% there. The edit is what makes it sound human.

5 Post it and log it

Post the comment on LinkedIn. Note it in a simple tracker: the buyer's name, the date, whether they replied. That log is how you spot which buyers are warming up and when to move to a DM.

Voice calibration: how to make it sound like you

The prompt works by matching your voice to the post. The better your voice examples, the less editing you'll need to do. Here's how to choose them.

What makes a good voice example

Use real writing, not polished copy

Pull from comments you've actually posted, not from your website bio. The goal is the voice you use when you're thinking out loud, not when you're presenting.

Different topics work better than similar ones

If both your examples are about cybersecurity, the model will write cybersecurity comments. One cyber post and one post about sales, hiring, or building a business will calibrate better.

Length matters

Aim for examples that are 60–150 words each. Too short and there's not enough signal. Too long and the model tries to match a very specific structure.

Include your quirks

If you tend to ask a question at the end, that'll come through. If you use em-dashes, those'll appear. That's the point.

Where to find good voice examples

- Comments you've posted on LinkedIn in the last 3 months
- LinkedIn posts you've written (especially opinion pieces)
- Cold emails or outreach messages you've sent that felt natural
- Voice notes you've had transcribed — the most natural source of all

Save your voice examples somewhere permanent. Once you've found two examples that work well, save them in a notes app or doc. Paste them into the prompt each time. After a few weeks you'll know them well enough to spot when the output sounds off.

The prompt

Copy this into Claude (claude.ai). Fill in the three sections in [brackets]. Run it each time you want to write a comment.

You are writing a LinkedIn comment in my voice. Your job is to write three different comments on the post below. Each comment should sound like I wrote it – not AI-generated, not generic.

MY VOICE EXAMPLES (two comments or LinkedIn posts I've written):
[Paste two examples of your own writing here. Different topics = better calibration.]

WHO I AM AND WHAT I DO:
[One sentence: your name, what you do, who you do it for.
E.g. "I run an outbound agency for B2B cybersecurity companies."]

THE ONE THING I WANT THEM TO TAKE AWAY:
[What should they know about you after reading the comment?
One sentence.]

THE POST TO COMMENT ON:
[Paste the full LinkedIn post text here]

Write three comment options. Each one should:

- Add something specific not already in the post (a counterpoint, a related observation, a question that moves things forward)
- Sound like the voice in my examples – same register, same rhythm
- End with a genuine question when it fits naturally (not forced)
- Be between 40 and 120 words

Do not start any comment with "Great post", "This is so true", or any agreement as the opening line.

Label them Option 1, Option 2, Option 3. No preamble – just the three.

How to read the three options

Option 1 — usually the safest

Tends to add a specific observation or counterpoint. Good for senior buyers where you want to look thoughtful rather than hungry.

Option 2 — usually the most direct

Often frames the comment around your own experience or angle. Works well when the post is about a problem you've solved.

Option 3 — usually the most conversational

Tends to be the most question-heavy. Best for early-stage warming where you want to invite a reply rather than assert a position.

10 worked examples

Real comments written using this system on B2B posts across cybersecurity, fintech, and sales. The voice in each was calibrated to the commenter's own examples.

Example 1

POST CONTEXT

VP Sales at a Series B cybersecurity company posts about pipeline quality vs quantity

COMMENT WRITTEN

The pipeline quality problem usually starts two stages earlier — the ICP definition is too broad, so every company with a security team makes it in. Once you tighten the filter, the rest of the stats improve on their own. How specific does yours go — persona-level or company profile?

RESULT

4 replies, 2 connection requests, 1 DM

Example 2

POST CONTEXT

Founder of an MSSP posts about winning their first enterprise deal

COMMENT WRITTEN

The first enterprise win is the proof point that changes everything — not just for the clients who see it, but for how you price and position the next one. What changed in how you ran the deal vs your mid-market approach?

RESULT

Reply from founder, 20-min call booked

Example 3

POST CONTEXT

Head of Compliance posts about the gap between NIS2 requirements and actual readiness

COMMENT WRITTEN

The readiness gap is almost always a resourcing and prioritisation problem, not a knowledge problem — most compliance teams know exactly what needs to happen. The vendor side hasn't caught up with that yet. Are you seeing that in your pipeline too?

RESULT

3-comment thread, LinkedIn DM

Example 4

POST CONTEXT

CRO at a fintech posts about why outbound is broken

COMMENT WRITTEN

The outbound problem is usually a signal problem — the message is fine but it's hitting the wrong person at the wrong moment. Intent data helps but it's still mostly noise. What's your current lead on when someone is actually in-market?

RESULT

Reply, connection request accepted

Example 5

POST CONTEXT

CISO at an insurance firm posts about vendor consolidation fatigue

COMMENT WRITTEN

The consolidation conversation is real but the platform vendors aren't quite there yet — most of the 'unified' stacks still have two or three obvious gaps that need point solutions. Are you consolidating around one vendor or building a lighter stack of best-of-breed?

RESULT

2 replies, warm signal in next 7 days

Example 6

POST CONTEXT

Founder of a pentest firm posts about scope creep on client engagements

COMMENT WRITTEN

Scope creep in pentest usually means the original scoping conversation went too fast — the client said 'everything' and the team heard a specific surface area. We've started adding a written assumptions list to every SOW. Cuts the ambiguity in half. Do you define exclusions upfront or wait for them to come up?

RESULT

Reply from founder, follow-up DM

Example 7

POST CONTEXT

Head of Growth at a RegTech posts about CAC rising across the sector

COMMENT WRITTEN

The CAC problem is partly the channel mix shifting — paid is less efficient, outbound is noisier, events are expensive. The firms that are holding CAC steady are mostly doing it through tighter ICP and more referrals. Where's your best-quality pipeline coming from right now?

RESULT

Reply, connection to sales call pipeline

Example 8

POST CONTEXT

CEO of a cyber insurance startup posts about the state of underwriting models

COMMENT WRITTEN

The underwriting model problem is a data problem — insurers are pricing off historical breach data that's two or three years old in a threat landscape that moves quarterly. Some of the smarter players are starting to use real-time posture data. Are you seeing any of that come through on the carrier side?

RESULT

Reply, invited to a roundtable

Example 9

POST CONTEXT

Founder of an IAM consultancy posts about identity being the new perimeter

COMMENT WRITTEN

Identity as perimeter is the right framing but the implementation side is still messy — most orgs have five or six identity systems that don't talk to each other. Zero trust in theory, directory chaos in practice. Where do your clients typically start when they're trying to clean that up?

RESULT

Reply from founder, DM the next day

Example 10

POST CONTEXT

VP of Partnerships at a SaaS company posts about why partnerships fail

COMMENT WRITTEN

Most partnership failures are a co-sell problem, not a product problem. The integration works but nobody's incentivised to bring the other party into a deal. The ones that work usually have a named owner on both sides and a shared pipeline review. What did the structure look like on the ones that actually generated revenue for you?

RESULT

Reply, 45-min call booked

The daily workflow

How to run this system in 15 minutes a day. Built around a buyer list of 30–100 people.

Five minutes — scan for posts

Open LinkedIn. Sort your buyer list into a saved search or a spreadsheet. Check who's posted in the last 24 hours. You're looking for 5–10 posts worth commenting on. Skip anything that's a job announcement, a share without comment, or a congratulations post — those don't invite a substantive reply.

Eight minutes — write the comments

For each post, paste it into the prompt with your voice examples. Pick the best option. Edit it — one to three changes maximum. Post it. Move on. You're aiming for under 90 seconds per comment once you've done it a few times.

Two minutes — log and check replies

In your tracker, note the date and who you commented on. Check for replies to comments you posted in the last 48 hours. If someone replied, note it. If the reply looks warm, flag it for a DM.

Weekly — review the tracker

Once a week, look at who's replied in the last seven days. Anyone who's replied twice or engaged warmly is ready for a DM. Move them from your comment list to your outreach list.

The tracker (simple version)

You don't need software. A Google Sheet with five columns works:

Name	Company	Date	Replied?	Next step
—	—	—	—	—
—	—	—	—	—
—	—	—	—	—
—	—	—	—	—

When 'Replied?' becomes 'Yes, twice' or 'Yes — asked a question back', that person moves to your DM list. That's your pipeline.

Common mistakes and how to fix them

The comment starts with agreement

The problem: Starting with 'Totally agree' or 'This is so important' signals that the comment isn't going to add anything. The person reading it stops there.

The fix: Start with your observation, not your reaction to theirs. The first sentence should add something — a different angle, a specific point, a question that shows you've thought about the post.

The comment is too long

The problem: Comments over 150 words get skimmed. LinkedIn's interface collapses long comments. Most people won't click 'see more'.

The fix: Aim for 60–100 words. If you have more to say, cut it to one strong point and one question. Save the rest for the DM if they reply.

The question at the end is too broad

The problem: 'What do you think?' and 'Would love to hear your thoughts' are non-questions. They don't give the person anything to say.

The fix: Ask something specific. 'How are you handling the compliance side of that?' or 'Are you seeing that pattern with your enterprise clients too?' gives them a specific thing to answer.

You're commenting on the wrong posts

The problem: Commenting on thought leadership pieces with 200 other comments means your comment gets buried. Same for viral posts from people with 50k followers.

The fix: Target posts with 5–30 comments where yours will actually be seen. Mid-tier posts from people on your buyer list beat viral posts from anyone.

You're using the same voice examples every time

The problem: After a few weeks, the prompt will start producing variations on the same structure. The output gets stale.

The fix: Refresh your voice examples every month. Pull two new comments or posts that represent how you're writing now. The model recalibrates and the output quality goes back up.

What Warmline does when the list gets bigger

This system works well at 30–50 buyers. At 100+, the 15 minutes becomes 45 minutes, and consistency — showing up in the same feeds every week — becomes the hard part.

Warmline automates the parts of this system that don't require your judgment: finding posts, generating drafts, and tracking replies. The parts that do require judgment — editing the comment and deciding whether to move to a DM — stay with you.

	This system (manual)	Warmline
Finding posts	30–45 min/day	Automatic overnight
Drafting comments	2 min/comment (with prompt)	2 drafts waiting
Approving before post	You post directly	One-tap on phone
Tracking replies	Your spreadsheet	Scored + labelled automatically
DM openers	You write them	Drafted when warmth score hits 60%+
Pipeline view	Your spreadsheet	Per-buyer stage view
Cost	Free (your time)	From EUR 59/month

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