

PROFILE, POSTS AND PIPELINE WITHOUT AD SPEND

The LinkedIn Organic Playbook.

The feed rewards people, not companies. How a founder or a sales lead becomes the name the market already knows, in twenty minutes a day, before a dollar goes into ads.

What's inside

01	People, not pages	03
02	The profile is a landing page	04
03	Building the network on purpose	05
04	What to post	06
05	Writing for the feed	07
06	Comments are the distribution	08
07	From comment to conversation	09
08	The company page and measurement	10
.	Worksheet: the 30-day routine	11

Your buyers are already here.

They are just not following your company.

Company pages reach a sliver of their followers. A person with an opinion reaches strangers. This book is about the person: what to say, to whom, how often, and how a comment turns into a meeting. The paid side is its own book.

People, not pages

LinkedIn's feed is built to show you what the people you know are saying. A post from a person you are connected to travels; a post from a company page you follow mostly does not. That single fact decides the whole strategy: the company supplies the proof, but a named human does the talking.

The B2B Playbook makes the case that 95 percent of your market is not buying this quarter. Organic LinkedIn is the cheapest way to stay in front of them while they are not, so that when they are, they already have a name in mind. It costs time, not money, and it compounds: a network built this year still works next year.

COMPANY PAGE

- Reaches a small fraction of its own followers, almost no strangers
- Reads as marketing; nobody comments on a logo
- Useful as a reference: proof, careers, the place a profile links to

A PERSON WITH A POINT OF VIEW

- Reaches connections, then their connections through comments
- Reads as a colleague thinking aloud; people reply
- Can send and receive a direct message; a page cannot

WHO SHOULD BE THE PERSON

The founder, if they will do it. Otherwise whoever meets buyers most: the head of sales, a senior consultant, a product lead. One voice to start, not five. Add a second only when the first has posted for three months without missing a week. The routine matters more than the org chart.

The profile is a landing page

Every post you write sends strangers to one place: your profile. Most profiles are a CV written for a recruiter in 2014. Rewrite it for the buyer who clicked because of something you said, using the same anatomy the Website Playbook applies to a homepage: who it is for, what you do for them, proof, one next step.

Headline: the value, not the title. “CEO at Acme” tells the buyer nothing. “Helps mid-size manufacturers cut quoting time from days to hours” tells them whether to keep reading. The title goes in the experience section where it belongs.

Banner: the one-line promise. The company’s value proposition, set large, with the logo small. It is the only image on the page you control completely.

About: three short paragraphs. Who you work with and the problem. How you think about it, in your voice. What to do next, with a plain link. First person, no adjectives about yourself.

Featured: proof and a door. One case study, one best post, one lead magnet or booking link. Three items, refreshed quarterly. This is your homepage’s hero section.

FIG. 1 · SAME PERSON, TWO HEADLINES

WRITTEN FOR A RECRUITER

Managing Director | Growth | SaaS |
Leadership | Speaker

WRITTEN FOR A BUYER

I help logistics firms with 40+ trucks stop
losing margin to manual dispatch · MD,
Acme

PHOTO AND SETTINGS

A recent, well-lit photo of your face, looking at the camera, no group shots. Turn on Creator mode so “Follow” is the default button and your topics show. Set a custom URL. Make the profile public so people who are not logged in can read it from your email signature.

Building the network on purpose

Your posts are shown first to your connections, and they spread through whoever those connections are. A network of old colleagues and recruiters will show your content to old colleagues and recruiters. Build the audience you want to be read by, deliberately, twenty requests a day.

Buyers

The titles that sign, and the titles that evaluate, at the companies you sell to. Use the search filters: title, industry, company size, location. Sales Navigator makes this faster but the free search will do for the first thousand.

People who already know you

Every customer, every lost deal, every person who ever attended a webinar or downloaded a guide. They accept, they engage, and their engagement is what pushes a post to their colleagues.

Peers and adjacent sellers

Consultants, agencies and vendors who sell to the same buyer. They comment generously, they refer, and their networks overlap yours without competing.

SEND THE REQUEST WITHOUT A NOTE

Counter-intuitive, but tested. In a controlled trial we ran across 300 requests, the ones sent with no message were accepted 74 percent more often than the ones with a friendly template. A template reads as automation and gets ignored; a bare request reads as “we probably met somewhere” and gets accepted. Save the words for after they accept.

WHAT NOT TO DO

No automation tools that send requests or messages on your behalf; LinkedIn restricts accounts for it and the buyer can tell. No pitch in the first message after acceptance. No more than 100 requests a week, which is close to the ceiling anyway. Withdraw requests older than a month so the pending count does not throttle you.

What to post

Nobody follows a person to hear about their company's product update. They follow for a point of view they cannot get elsewhere. Four kinds of post cover almost everything worth saying; rotate them so the feed never sees the same shape twice in a row.

Opinion

Weekly

Something you believe that most of your industry does not. "Most CRM implementations fail before the software is chosen." State it, defend it in five lines, stop. This is the post that gets shared by people who disagree.

Story from the work

Weekly

A client situation, anonymised: what they thought the problem was, what it turned out to be, what happened. Proof that never reads as a case study. Name the number if you can.

How-to

Fortnightly

The thing you get asked in every first meeting, answered completely. Give the whole method away; the people who read it and still call you are the ones who want it done, not explained. Best as a document post (a PDF carousel), which the feed rewards with dwell time.

Behind the decision

Fortnightly

Why you priced it that way, turned a client down, hired the person you hired. Executives read these because they make the same decisions. Nothing builds trust faster than showing the reasoning.

FORMAT

Text alone works. Text with one real photo (you, the client site, the whiteboard) works better. Document posts work best for how-tos. Native video, under 90 seconds, vertical, you talking to the phone, is the format LinkedIn is currently pushing hardest; the Meta Playbook's creative chapter applies word for word.

CADENCE

Three posts a week, same days, for a year. Not five a week for a month. Write them in one sitting on Friday and schedule them. A post has a life of roughly two days in the feed; more often than daily cannibalises the previous one.

Writing for the feed

The feed shows about two lines and a “see more”. Everything depends on whether those two lines earn the click, and then on whether people stay long enough to read to the end. LinkedIn measures both. Write for the thumb.

First line names the reader or the tension. “If you run a warehouse with more than 30 pickers, this will annoy you.” Never “Excited to share.” The Website Playbook’s headline rules apply: specific, addressed, a little uncomfortable.

One idea, short lines, white space. Sentences of eight to fifteen words. A line break after every one or two. Read on a phone before posting; if any paragraph is a block, split it.

No external link in the body. The feed suppresses posts that send people away. Put the link in the first comment, or simply say “profile has the guide”. The profile is the landing page for a reason.

End with a question that has an answer. Not “thoughts?” but “what did your last implementation actually cost, all in?” Specific questions get specific replies, and replies are what carry the post to strangers.

No hashtags, no tagging for reach. Three hashtags at most, if any; tagging ten people who do not respond signals spam. Tag only someone whose story you are telling.

FIG. 2 · THE SAME POST, TWO OPENINGS

SCROLLED PAST

Thrilled to announce we’ve completed another successful ERP migration for a valued client in the manufacturing sector!



OPENED

A manufacturer paid \$340k for an ERP and used 11 percent of it.

Here is what the other 89 percent was for, and why nobody asked.

LENGTH

Between 800 and 1,500 characters for opinion and story posts: long enough to earn dwell time, short enough to finish in a lift. Longer than that, make it a document post or an article. Shorter than 300 characters and there is nothing to stay for.

Comments are the distribution

A post spreads when people comment on it, because every comment shows the post to the commenter's network. Likes barely count. So the work is not just writing; it is spending the same amount of time in other people's comment sections, where your future readers already are.

Before you post 15 min

Leave five substantive comments on posts by people your buyers follow: industry voices, peers, a client. Two sentences that add something, not "great post". This wakes the feed up to you before your own post goes out.

The first hour Stay online

Reply to every comment with a real reply, ideally one that asks something back. Each reply is another comment on your post. A post that gets ten conversations in the first hour is shown to far more people than one that gets fifty likes.

The team Ask, don't automate

Colleagues who comment (not like) in the first hour with something specific are the most legitimate lift you can get. Do not run an engagement pod with strangers; the feed detects reciprocal patterns and the comments read as fake to the people who matter.

FIG. 3 · HOW A POST REACHES A STRANGER

You post

Shown to a sample of connections



A connection comments

Their network now sees it



A buyer you have never met

Clicks your name → the profile

COMMENT ON THE RIGHT POSTS

A thoughtful comment on a post by someone with 50,000 followers in your industry is read by more of your buyers than most of your own posts will be. Keep a list of fifteen such people, follow them with notifications on, and be early. It is the closest thing organic LinkedIn has to buying reach.

From comment to conversation

The posting is the top of the funnel. The pipeline comes from the direct messages, and the rule there is simple: never pitch someone who has not signalled. A signal is a comment, a profile visit, a follow, a reply to a post, a download. Without one, a message is spam; with one, it is a continuation.

They commented. Reply publicly, then message: “Your point about X. Are you seeing that across the whole fleet or just the metro routes?” A question about their situation, not yours.

They viewed your profile. If they match the buyer profile: “Saw you stopped by. Anything in particular you were looking for? Happy to point you to the right thing.” Half reply. Nobody is offended.

They downloaded or registered. Send the thing, then one line: what made them grab it. This is the same follow-up the LinkedIn Paid Playbook measures; a phone call converts best, a personal message second, a drip sequence a distant third.

Three exchanges, then offer the call. Once they have described a real problem in their own words, ask for twenty minutes to show them how someone similar solved it. Not before.

SALES NAVIGATOR, IF YOU BUY IT

Its value is not the InMail. It is the saved search of your exact buyer at your target accounts, with alerts when they change role, post, or their company is in the news. Each alert is a legitimate reason to reach out. Treat it as a signal engine, not a mail merge.

MESSAGES THAT END THE RELATIONSHIP

A paragraph about your company. A calendar link in the first message. A voice note to a stranger. “I noticed we share 12 connections.” Anything a tool wrote. Executives receive twenty of these a week and have a reflex for them; do not trigger it.

LOG IT

Every conversation that reaches a real problem goes into the CRM with source “LinkedIn organic”. Without this, chapter eight has nothing to measure and the routine gets cut the first quiet month.

The company page and measurement

The company page does not need to perform; it needs to be correct. It is where a buyer goes after reading a person's post to check the business is real, and where the paid campaigns run from. Keep it complete and quiet.

The page's job

Banner with the value proposition, an About that matches the website, the right industry and size, a working link, and staff who list it as their employer. Post once or twice a week: the case study, the hire, the event. Reshare the founder's best posts with a sentence of context so they appear under the logo too.

Employee advocacy

Every employee profile with a clear headline and the company logo is a small billboard in their own network. Ask the team to keep headlines current and to comment on the founder's posts when they genuinely have something to say. Do not script them.

DO NOT JUDGE IT IN MONTH ONE

The first month is quiet by design: the network is being rebuilt, the feed is learning who responds. Conversations usually begin in month two and pipeline in month three. Commit to ninety days of three posts a week before deciding anything.

MEASURE, IN THIS ORDER

Conversations started with people who match the buyer profile, per month. The only number that matters.

Pipeline sourced, tagged in the CRM, and "where did you hear of us" on every first call.

Profile views from target titles, weekly. The leading indicator that the content is reaching the right people.

Comments per post, not impressions. Ten real comments beat ten thousand views.

Follower growth as a health check only. Vanity if it is the goal.

WHEN TO ADD MONEY

Once a post has proven itself organically, it is the cheapest possible ad: LinkedIn lets you promote it as a Thought Leader ad from the person's profile. That is where the LinkedIn Paid Playbook picks up.

The 30-day routine

Week one is setup. Weeks two to four are the same twenty minutes a day, repeated. Tick as you go; repeat the month.

WEEK ONE · SET UP

- ☐ Headline rewritten for the buyer, not the recruiter
- ☐ Banner with the value proposition; new photo
- ☐ About in three paragraphs; Featured has proof and a door
- ☐ Creator mode on; custom URL; public profile
- ☐ Buyer search saved; list of 15 voices to follow
- ☐ Twelve posts drafted: 3 opinions, 3 stories, 3 how-tos, 3 decisions

EVERY DAY · 20 MINUTES

- ☐ 20 connection requests to buyers, no note
- ☐ 5 substantive comments on other people's posts
- ☐ Reply to every comment on your own posts
- ☐ Message anyone who signalled: comment, visit, download
- ☐ Log real conversations in the CRM as "LinkedIn organic"
- ☐ Mon · Wed · Fri: one post goes out, then stay for an hour

EVERY FRIDAY · REVIEW

- ☐ Next week's three posts written and scheduled
- ☐ Profile views from target titles noted
- ☐ Comments per post noted; best post reshared by the company page
- ☐ Pending requests older than a month withdrawn
- ☐ Conversations started this week counted
- ☐ One post that worked flagged for promotion (Paid Playbook)

BUYER CONNECTIONS, DAY 30

POSTS PUBLISHED

-----/12

CONVERSATIONS STARTED

Say something worth replying to.

The feed is full of companies announcing things to nobody. A person with an opinion, a network built on purpose and the discipline to show up three times a week will out-reach all of them, for free, within a quarter. The hard part is not the writing. It is week seven, when nothing has happened yet, and you post anyway.

START HERE THIS WEEK

01

Rewrite your headline for the buyer who just read your post. Value first, title last.

02

Write one opinion post: the thing you believe that your industry does not. Post it Wednesday morning and stay for an hour.

03

Send twenty connection requests to exact-fit buyers, with no note. Count how many accept by Friday.

Want us to run the routine with you?

[Book a free strategy session →](#)mojodojo.io/au/strategy-form

AUSTRALIA

1800 959 990

Suite 20 / Level 5
150 Albert Rd, South Melbourne VIC
3205

UNITED STATES

888 234 2349

730 Ripple Brook Ln
Elgin, IL 60120

UNITED KINGDOM

020 4634 5777

Unit 61, 38-40 The Oval
London E2 9DT

