

• AGENCY GROWTH · VOL. 04

The Inbound Content Engine

The exact organic system that books 6 to 8 inbound agency calls a month in 90 days, **without spending a dollar on ads**. The 3 pillars, a fill-in 30-day calendar, 10 hook formulas, the one-idea-to-a-week pipeline, and the soft-CTA that turns silent viewers into **booked calls**.

The 3 content pillars

10 hook formulas

30-day fill-in calendar

1 idea → 7 posts

The soft-CTA DM scripts

Cadence by platform

READ THIS BEFORE YOU POST AGAIN

You post every day. Your DMs are **still dead**.

You know the feeling. You hit publish five days a week, your follower count creeps up, and the only people who like your stuff are other broke agency owners cheering you on. Then you do the math at 11pm. Six videos. Forty views. Zero booked calls. So you decide content does not work for agencies and you go back to cold DMs that sit on "seen" forever.

THE UNCOMFORTABLE TRUTH

Content is not your problem. **Random content with no system** is your problem. You are posting whatever pops into your head, hoping a buyer scrolls by on the exact day you happen to be good. That is not a machine. That is a slot machine.

A buyer never books a call off a post. They book off the **tenth post that finally made them think you read their mind.**

Here is the part nobody tells you. At any moment only about **5% of buyers in your category are actively in-market**. The other 95% are not shopping today. So content that only screams "book a call" talks to 1 in 20 people and bores the rest into unfollowing.

Prof. John Dawes, Ehrenberg-Bass Institute / LinkedIn B2B Institute, the 95-5 Rule.

The fix is an engine that does two jobs at once: build trust with the 95% who buy later, and pull the 5% who are ready now straight into your DMs. The next ten pages hand you that engine, piece by piece. Pillars, hooks, a fill-in calendar, the repurposing pipeline, and the exact DM scripts. Steal all of it.

14.6%

Close rate on inbound leads vs
1.7% on cold outbound

3x

More leads from content at ~62%
lower cost than outbound

6-8

Inbound calls a month this engine
is built to produce

THE MATH, SO YOU DO NOT QUIT AT WEEK 3

Most agency owners quit one post before it starts working.

"I posted for three weeks, got crickets, and quit." That is the single most expensive mistake in this whole game. Here is what is actually happening under the surface while it looks like nothing.

90d

Profile views start to climb first, not DMs

Consistent 3 to 4x a week posting shows a visible profile-view lift inside 90 days. People are watching you long before they message you.

6-8mo

Median time to your first organic lead

For LinkedIn organic, the median time to first lead is 6 to 8 months, on roughly 3 to 4 hours of work a week, with a 3-year average ROI of 229%. *First Page Sage, 2025.*

73%

Buyers trust thought leadership over your sales materials

73% of B2B decision-makers say an organization's thought leadership is a more trustworthy signal than its marketing materials, and ~90% are more receptive to outreach from those who publish it. *2024 Edelman-LinkedIn Report.*

"Be consistent" is useless advice. Consistent at what, for how long? Here is the number: 4 posts a week, for 90 days, before you judge it.

Print this and stick it to your monitor. The engine is not a launch. It compounds. The first 60 minutes after you post decides how far the platform pushes it, so you optimize the hook and the first comment, not the whole post. Track the inputs you control, not the vanity metrics you do not.

TRACK THIS WEEKLY	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Posts published				
Profile views				
Comments / saves				
DMs started (keyword)				
Calls booked				

If posts published stays flat and DMs stay at zero, the problem is the hook or the soft-CTA, not the platform. Pages 5 and 8 fix both.

STOP ASKING "WHAT DO I POST?"

Every post you will ever make fits one of 3 pillars.

The reason you freeze on what to post is that you are choosing from infinity. Narrow it to three buckets and you never stare at a blank screen again. Pick a pillar, pick a topic, write.

1 Buyer Pain

50% OF POSTS

The exact problems a stuck-at-\$20K owner Googles at 11pm. This is where you win the 95% who are not buying yet. **Name their pain better than they can** and they assume you can fix it.

"Feast or famine: why your pipeline crashes every 90 days"

"Why your DMs sit on seen"

"The real reason referrals dried up"

"You are the bottleneck and here is the proof"

"Posting daily and still broke"

2 Mechanism

30% OF POSTS

How your delivery actually works. The contrarian takes. The mistakes you fixed. This is where you prove you have a real **system** behind the work, so price stops being the conversation.

"My exact client-onboarding checklist"

"Unpopular: **retainers** are killing your agency"

"The 3-step audit I run before any call"

"How we cut churn from 32% to single digits"

"What I changed after losing 4 clients"

3 Proof

20% OF POSTS

Client wins, before/after numbers, screenshots, churn saved. Use this **sparingly**. Too much proof reads like bragging. Just enough makes the pain and mechanism posts believable.

"From **\$8K** to **\$31K**/mo in 5 months (screenshot)"

"The DM that closed a \$5K/mo client"

"Client almost churned. Here is what saved it"

"30 booked calls last month, here is the funnel"

"Before/after of a client's broken pipeline"

PAIN 50%

MECHANISM 30%

PROOF 20%

Why pain-heavy? Because 95% of your audience is not ready to buy today, and pain is what makes them follow you until they are.

THE FIRST LINE IS 80% OF THE POST

10 hook formulas. Fill the **blanks**, never write cold again.

Up to half of viewers decide whether to keep reading or watching in the first three seconds. Open weak and the best post on earth dies behind it. Swap your name and numbers into these.

- 1 Most **[agency owners]** think **[X]**. They are wrong, and it is costing them **[\$Y]**.
- 2 I lost a **[\$8K]** client last month. Here is the exact reason.
- 3 If your agency is stuck at **[\$20K]** /mo, it is almost always one of these 3 things.
- 4 Steal my **[client onboarding]** checklist (took 4 years to build).
- 5 Unpopular: **[retainers]** are killing your agency.
- 6 \$0 to **[\$40K]** /mo took me **[18]** months. Here is the timeline.
- 7 The DM that closed a **[\$5K]** /mo client.
- 8 Stop doing **[X]** for free.
- 9 **[This type of client]** will fire you. Here is how to see it coming.
- 10 I audited **[37]** agency funnels. **[31]** made the same mistake.



THE HOOK RULES

Use a real number, not "a lot." Name the exact reader, not "businesses." Promise one specific payoff. And put the hook in the first comment too, because **the first 60 minutes of engagement** decides how far the post travels.

THE FILL-IN 30-DAY PLAN

4 to 5 posts a week. Never more than **one a day**.

A repeatable weekly shape so you decide once, not 20 times. Write your topic in each box on Sunday. Week 4 is on purpose: rework your best Week-1 post in new words.

WEEK 1 **Pain-led.** Build the audience. Make the 95% follow you.

MON	TUE	WED	THU	FRI
PAIN -----	PROOF -----	CONTRARIAN -----	HOW-TO -----	STORY -----

WEEK 2 **Mechanism.** Show the system that produces the results.

MON	TUE	WED	THU	FRI
HOW-TO -----	PAIN -----	CONTRARIAN -----	PROOF -----	STORY -----

WEEK 3 **Proof + soft offers.** Now you have earned the right to ask.

MON	TUE	WED	THU	FRI
PAIN -----	PROOF -----	HOW-TO -----	PROOF -----	CONTRARIAN -----

WEEK 4 **Repeat your winners.** Rework Week-1's best post in fresh words.

MON	TUE	WED	THU	FRI
PAIN -----	STORY -----	CONTRARIAN -----	HOW-TO -----	PROOF -----

"I HAVE NO TIME TO MAKE CONTENT"

One idea. Ten minutes. A **full week** of posts.

You do not have a content problem, you have a repurposing problem. Record one 10-minute voice memo or talking-head video on a single idea, then chop it down the pyramid. Below is the exact map.



1 pillar asset (10 min)

A voice memo or talking-head video answering one buyer question fully. This is the only "from scratch" work all week.

↓ chops into ↓

OUTPUT 1

Long-form post

The full idea written out, hook first. Your anchor post for the week.

OUTPUT 2

Carousel

Top 5 points as slides. Native documents hit ~7% engagement, the highest format on LinkedIn.

OUTPUT 3

3 short text posts

One sharp idea each, pulled from three lines of the memo. Three days covered.

OUTPUT 4

Short-form video

The first 45 seconds of the recording, your face in frame in the first 3 seconds.

OUTPUT 5

DM-bait poll

"Biggest bottleneck: leads or delivery?" Every reply becomes a live DM thread.

OUTPUT 6

The soft-CTA

"Comment WORD and I will send the breakdown." Attached to the anchor post (page 8).

THE WHOLE WEEK, IN NUMBERS

10 minutes recording. About 30 minutes editing into pieces. Six assets, five-plus posts.

Carousels earn 2 to 3x the impressions of plain text, so the format does extra work for you. You stop trading hours for posts and start trading one idea for a week.

Format engagement figures: Socialinsider LinkedIn Organic Benchmarks, 1.3M posts across 16,645 pages, 2024-2025.

THE MOVE THAT TURNS REACH INTO CALLS

Never end a post with "book a call."

"Book a call" asks a stranger to marry you on the first date. It converts almost nobody. Instead, ask for a low-friction comment, then move the real conversation into the DMs where it belongs.

THE SOFT-CTA (END EVERY ANCHOR POST WITH THIS)

"If you want the full [onboarding checklist], comment "SYSTEM" and I will send it over."

A public comment trains the algorithm to push the post and hands you a warm list to DM.

Then run the DM ladder. Deliver first, qualify second, invite third. Never lead with the calendar link.

RUNG 1 · DELIVER

NO PITCH

"Hey [name], here is the [checklist] you asked for. Genuinely hope it helps. Out of curiosity, what is the #1 thing blocking your client flow right now?"

RUNG 2 · QUALIFY

AFTER THEY REPLY

"Makes sense, that is the exact thing we just fixed for [comparable client], went from [X] to [Y] in [time]. Want me to send the 2-minute breakdown of how?"

RUNG 3 · INVITE

ONLY AFTER A YES

"Honestly easier to walk you through it live than type it all. Got 15 minutes Thursday or Friday? No pitch, I will just map it for your situation."

Send the calendar link only after they say yes. The link is the last step, never the first.

**SPEED WINS**

About 3 in 4 buyers expect a response within 24 hours, and most will move to a competitor after a slow or poor reply. Answer a keyword comment **inside the hour** while you are still on their screen.
2025 Sprout Social Index.

HOW OFTEN, ON WHICH PLATFORM

Consistency beats volume. Here are the **real numbers.**

Do not spread yourself across five platforms. Pick the one where your buyer actually scrolls, hit the cadence below, and ignore the rest until that one prints calls.

PLATFORM	CADENCE	WHY THIS NUMBER
LinkedIn	4-5 /week	Your home base for B2B agency buyers. Native documents lead engagement at ~7%, multi-image at ~6.45% (Socialinsider). Post weekday mornings.
Instagram	4-5 /week + daily Stories	About 1 in 5 Stories generates at least one DM (Meta), and poll stickers measurably lift interaction. Stories are your daily DM-starter.
Short-form video	3-5 /week	A face on screen in the first 3 seconds measurably lifts retention, and up to half of viewers drop in those 3 seconds. The hook is everything.
YouTube (optional)	1+ /week	A long game, but channels posting weekly grew views ~5x faster than monthly posters (vidIQ). Add only after one platform works.

Sources: Socialinsider 2024-25; Meta / Sprout Social 2025; vidIQ analysis of 5.08M channels, 2025.

THE 30-MINUTE DAILY BLOCK

You said you get maybe 30 minutes between client work. Good. That is all this needs once the week's posts are written.

10m

Reply to DMs

Answer every keyword comment and DM from yesterday. Run the ladder on page 8. Speed first.

10m

Engage as a peer

Leave 5 real comments on your ideal clients' posts. Get on their radar before they are on yours.

10m

Post + first comment

Publish today's post and drop the hook in the first comment to win the opening 60 minutes.

ONE IDEA, BUILT OUT END TO END

From a 10-minute memo to a **booked call**.

Here is the whole engine on a single idea, so you can copy the motion. The idea: "Why agency pipelines crash every 90 days." Watch it travel from recording to a call on the calendar.

1

Record (10 min). Voice memo answering one question fully: why feast-or-famine happens and the one fix. Raw, no script.

2

Hook (formula #3). "If your agency is stuck at \$20K/mo, it is almost always one of these 3 things."
→ becomes the anchor long-form post.

3

Chop it (Part 4). Same memo → a 5-slide carousel, 3 short text posts, a 45-second video, and a "leads or delivery?" poll. Five days of content from one recording.

4

Soft-CTA. End the anchor post: "Comment **PIPELINE** and I will send the 90-day fix." 14 people comment in the first hour.

5

DM ladder (Part 5). Deliver the fix → ask their #1 blocker → 4 reply. Of those, 2 say yes to a 15-minute live walk-through.

6

Booked. Calendar link sent only after the yes. → **1 to 2 qualified calls** off one idea, with no ad spend.

NOW RUN THE MONTH

Four pillar ideas a month, each producing a week of posts. Early weeks land around 1 call per idea; as your audience compounds, the later weeks pull closer to 2. Net it out and you reach the **6 to 8 booked calls a month** on the cover, built from **roughly 40 minutes of recording across the whole month**. The engine does the rest while you deliver.

THE 90-DAY SCORECARD

Are you on track, or about to **quit too early**?

Score yourself against real benchmarks, not feelings. Fill in your own number and compare. If three or more lines are red, the engine is not broken, the inputs are.

METRIC	ON-TRACK TARGET	YOUR NUMBER
Posts published / week	4 to 5	
Pillar mix (pain/mech/proof)	~50 / 30 / 20	
Pillar ideas recorded / month	4	
Profile-view lift by day 90	Clearly up	
Keyword DMs started / week	5+	
Inbound calls / month	6 to 8	

You now have the full engine on paper. The gap between this and a **full calendar is execution every week without fail.**

And that is exactly the trap. You are the closer, the deliverer, and the one writing every post. The month you get buried in client work is the month the engine stalls and the pipeline goes to zero again. You have lived this. The fix is not more frameworks. It is a system that runs whether or not you have a free hour.

- ☐ **Pick one platform** where your buyer scrolls and commit to 4 posts a week for 90 days.
- ☐ **Record 4 pillar ideas** this week and chop each into a week of posts with the Part-4 map.
- ☐ **Add the soft-CTA** to every anchor post and run the DM ladder within the hour.

• YOUR NEXT MOVE

The engine works. The problem is **you are the engine.**

You have the pillars, the hooks, the calendar, and the scripts. But content stalls the week you get buried in delivery, and then the pipeline crashes again. We install the whole inbound machine **with you**, so it keeps producing booked calls even in your busiest month.

It is backed by the \$10,000 guarantee: **we book the calls, we make sure the right people show, and if you do not hit the agreed result in your first 90 days, you get paid \$10,000.** We cap onboarding at a handful of agencies a month so we can actually deliver, and this month's spots are limited.

\$10K
GTD

Booked calls in 90 days or we pay you \$10,000

Apply to AgencyGod →

Free 30-min strategy call · limited spots this month

agencygod.com

Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The \$10,000 guarantee is real and subject to the program's written enrollment agreement terms.