

• CLIENT ACQUISITION • LINKEDIN

The LinkedIn Client Machine

How agency owners book **5 to 10 high-ticket discovery calls a month** from LinkedIn in 30 minutes a day. A profile that sells while you sleep, word-for-word DMs that never feel spammy, and posts that pull buyers into your inbox.

The real funnel math

Profile-as-landing-page

Sales Navigator targeting

The 4-message cadence

5 post templates

The 30-min daily block

READ THIS BEFORE YOU POST AGAIN

Likes from broke founders are not a pipeline.

You post a few times a week. You get a handful of likes. Almost all of them are from other agency owners.

Not one turns into a client. You send a connection request with a pitch attached and it sits there, unaccepted. The few people who do accept never reply. So you open someone's DMs to follow up, feel like a spammer the second the box is open, freeze, and close the tab. Meanwhile your calendar has one call this week and you have no idea where next month's clients are coming from.

THE REAL PROBLEM

You are treating LinkedIn like a stage when it is a **sales channel**. You broadcast, hope, and wait. The people winning are not posting more than you. They run a quiet system: the right list, a profile that closes for them, four short messages, and three posts a week that drop a buyer into the DMs. No automation. No pitch in the first message.

LinkedIn drives roughly 80% of all B2B social leads. You are standing on the channel. You just have no machine running on it.

Here is what makes the math impossible to ignore. A single agency retainer is worth **\$5,000 to \$25,000 a month** (Stackmatix, 2025). You do not need to go viral. You need one booked call a week. This playbook is the exact machine that produces them, in 30 minutes a day, with every script written out for you to copy.

~80%

of B2B social leads come from
LinkedIn

\$5K+

monthly value of one retainer
client

30min

a day to run the whole machine

Sources: LinkedIn share of B2B social leads, Sprout Social 2025. Retainer range, Stackmatix B2B Marketing Agency Pricing, 2025 (\$5,000 to \$25,000/mo, full-service \$15,000 to \$40,000+).

SET THE EXPECTATION SO YOU NEVER QUIT

40 connections a week becomes 2 booked calls.

Most owners quit at week two because nobody told them the real conversion rates. Here they are, from 16,492 analyzed invites.

1

Send 40 connection requests
10 a day, 4 days a week. 71% of sellers stay under 50/week (Expandi H1 2025), so this is safe and well within limits.

40
CONNECTS

2

~37% accept your request
Overall acceptance ran 37% across 16,492 invites (Botdog, 2025). A soft, no-pitch note keeps you in that band.

~15
ACCEPTED

3

~15% of accepts reply to a message
15% of accepted connections reply (Botdog, 2025). A personalized note plus a profile visit lifts replies to 11.87% on the request itself (Expandi, 2024).

~2-3
REPLIED

4

~5% of accepts become a qualified call
5% of accepted connections turn into a qualified meeting (Botdog, 2025). That is roughly 2 booked calls from a 40-connect week, every week.

~2
CALLS

Source: Botdog. LinkedIn connection request acceptance rates, 16,492 invitations analyzed, 2025: 37% accept, 15% of accepts reply, 5% of accepts become a qualified meeting. Message-plus-profile-visit reply lift to 11.87% from Expandi (with Belkins), 20M+ outreach attempts, 2024.

TRACK IT OR YOU ARE GUESSING

Write last week's numbers in the boxes below every Friday. If your accept rate is under 30%, fix the profile and the note. If accepts reply under 10%, fix the message. The funnel tells you exactly which leak to plug.

CONNECTS SENT

target 40/wk

ACCEPTED

target 30-40%

REPLIED

target 10-15%

CALLS BOOKED

target 1-2/wk

THE FIRST THING THEY CHECK

People view your profile. Nobody **messages**.

When you send a request or comment, they click your profile in seconds. If it reads like a resume, they leave. Your profile is a landing page with one job: make them want to book.

The headline is the **one line that decides whether they read the rest.**

The headline formula. Stop listing your title. State who you help, the outcome, and the timeframe. Fill in the blanks:

HEADLINE FORMULA

I help [ICP] get [specific outcome] in [timeframe] without [the pain they expect].

Outcome-focused headlines pull far more profile messages than a job title, because the reader instantly sees you are built for their exact problem.

BEFORE · FORGETTABLE

"Founder & CEO at GrowthLab Media | Digital Marketing | Helping Businesses Grow"

No ICP, no outcome, no number. It sounds like the 50 other agencies in their feed, so the brain filters it out.

AFTER · A CATEGORY OF ONE

"I help B2B SaaS founders book 20+ qualified demos a month with cold email, in 60 days, without burning their domain."

Exact who, exact result, exact timeframe, exact fear removed. A SaaS founder reads it and thinks: that is for me.

The photo and the profile, briefly. A clear, friendly headshot earns far more profile views than a logo or an empty avatar. Use your face. People book calls with people, not with a wordmark.

THE FULL PROFILE TEARDOWN

Fill in your landing page.

Four sections do the selling: the headline, the banner, the About, and Featured. Fill these in and your profile closes for you while you sleep.

BANNER · ONE PROMISE + PROOF + CTA

We help [niche] get [outcome] .

Proof: [result number / named client] .

Book a call: [your Calendly link]

The banner is the biggest piece of real estate on the page. Most owners waste it on a stock skyline. Use it to repeat the promise, show one proof point, and tell them exactly where to book.

ABOUT · FIRST 2 LINES ARE EVERYTHING

Most [ICP] struggle to [problem] . I fix that. In the last [time] I helped [#] of them [result] .

Only the first 2 lines show before "see more," so the hook and a proof number go there. Then 3 short lines on how you work, then one line: "Want this for your business? DM me 'CALLS' or book below."

FEATURED · ONE CASE STUDY + ONE LINK

Pin 1) a before/after case study with a real number, and 2) your booking link . Nothing else.

The Featured section sits right under your headline. A skeptical buyer wants proof and a next step. Give them exactly those two, and remove every other distraction.

THE TARGETING RECIPE

Stop messaging everyone.

A great script sent to the wrong people still dies. Build one tight, signal-backed list of 200 to 300 people per niche in Sales Navigator, then work it. These are the exact filters.

Geography	Lock to where you can serve and get paid. United States (or your target metro). One region keeps your message and proof relevant.
Company headcount	11 to 200 employees. Big enough to afford a \$5K+ retainer, small enough that the owner or a single decision-maker still answers their own DMs.
Industry	Pick the one niche your case study speaks to (SaaS, med spas, home services, e-commerce). One niche per list, never "all businesses."
Seniority / title	Owner, Founder, CEO, or CMO. The person who can say yes to spending money. Skip "marketing coordinator," they cannot buy.
Posted on LinkedIn in last 30 days WARM	They are active, so they will actually see your request and reply. Dead profiles never answer.
Changed jobs in last 90 days WARM	New role means new budget and a mandate to make a mark. The single warmest trigger on the platform.

**YOUR MOVE THIS WEEK**

Run the filters, then click **Save to list** and name it by niche. Aim for **200 to 300 people**. That is roughly 5 to 7 weeks of connects at 40/week, which is enough runway to start booking calls before you ever rebuild the list. Sort by the warm triggers first.

No Sales Navigator yet? The free LinkedIn search runs the same filters with less depth. Start free, prove it books calls, then pay for the tool once it has paid for itself.

Source: 71% of sellers send 50 or fewer connection requests per week and 54% send fewer than 25, per Expandi State of LinkedIn Outreach H1 2025 (70,130+ campaigns). Staying under 50/week keeps you in the safe, human band.

WORD-FOR-WORD DMS · NO PITCH

Connect to call in four messages.

Never pitch in message one. Copy these, swap the brackets for one real detail about them.

DAY 0**The connect note**

Goal: get accepted. No pitch, no link.

Hey **[name]**, I work with a few **[niche]** founders and your stuff on **[topic]** keeps showing up in my feed. Would be good to connect.

WHY

A short, human note plus a quick visit to their profile lifts replies to **11.87%** versus 5.44% with no message (Expandi, 2024). Keep it under 300 characters.

DAY 0 · AFTER ACCEPT**The question**

Goal: start a real conversation.

Thanks for connecting, **[name]**. Saw you run **[company]**. Quick question, are you handling **[problem you fix]** in-house right now, or is that outsourced?

WHY

A genuine question about **their** situation gets a reply because it is not about you. You are diagnosing, not selling.

DAY 2**The value drop**

Goal: build trust. Still no ask.

Makes sense. We just helped **[comparable client]** go from **[X]** to **[Y]** in **[timeframe]** doing **[one specific thing]**. Happy to send the 2-minute breakdown if it is useful, no strings.

WHY

The second follow-up adds **+4.05%** reply rate on its own (Expandi, 2024). You lead with proof for a comparable business, which makes the result believable.

DAY 5**The soft ask**

Goal: book 15 minutes.

Honestly it is easier to walk you through how we did it live than to type it. Worth a quick 15 min this week to show you how it would map to **[company]**? No pitch, just the breakdown.

WHY

You ask for time, not a sale. "15 min" and "no pitch" lower the cost of saying yes. Send your calendar link **only after** they agree.

WHEN THEY SAY YES, AND WHEN THEY DON'T

The booked message, and the 4 stalls.

DAY 9 • BOOKED**Lock it in and kill the no-show**

Goal: confirm so they actually show.

Perfect, grabbed [day/time]. Sending a calendar invite now so it is on both our schedules. I will come with 2 or 3 specific ideas for [company], so even if we never work together you walk away with something usable. Talk then.

WHY

Naming a payoff they get whether or not they buy gives them a reason to show up. Send the invite inside the chat the same minute.

The 4 replies that stall you, answered word for word. Acknowledge, then redirect. Never argue.

"We're good on clients right now."

Totally fair, most of the people we work with said the same right before [trigger event]. I am not asking you to switch anything, just keep my breakdown for when you do want more. Want me to send it?

"Just send me some info."

Happy to. So I send the right thing and not a wall of text, are you the one who would own [function], or is someone else in the loop? Then I will keep it to the 2 minutes that matter.

"What does it cost?"

Depends on what you actually need, which is exactly what 15 minutes sorts out. I would rather quote you the right number than a guess. Thursday or Friday work?

"We tried an agency before and got burned."

I hear that a lot, and it is usually because they billed for activity, not results. We put the result in writing, so the risk sits on us, not you. Worth 15 min to see how that works?

Note: LinkedIn DMs average a 10.3% response rate, far above cold email at 3.8% (2025 benchmarks). Keep follow-ups hand-written.

CONTENT THAT BOOKS, NOT CONTENT THAT LIKES

5 post templates that pull inbound DMs.

Post 3 to 5 times a week. Native documents (carousels) hit 7.00% engagement and multi-image posts 6.45%, both well above plain text at 4.50% (Socialinsider, 1.3M posts). Every post ends with a DM trigger.

1 The client-result breakdown

CAROUSEL

"How we took [client type] from [X] to [Y] in [timeframe] (the exact steps)."

Structure: Slide 1 the result. Slides 2 to 6 the steps you actually ran. Final slide the lesson. Proof builds trust faster than any opinion.

CTA: "Want the full breakdown as a 1-pager? Comment 'STEPS' and I'll send it."

2 The contrarian take

TEXT + IMAGE

"Most [niche] owners think [common belief]. They're wrong, and it's costing them [\$ or outcome]."

Structure: State the belief. Show why it fails with one example. Give the better move. A sharp opposite-of-common-advice angle stops the scroll.

CTA: "Disagree? Tell me in the comments. Want my swipe file on this? DM 'SWIPE'."

3 The "here's my exact process" teardown

CAROUSEL

"Steal my [client onboarding / outreach] process. Took [# years] to build."

Structure: Each slide is one step with a screenshot or number. Giving away the "how" makes them trust you can run the "what."

CTA: "Want the editable template? Comment 'PROCESS' and it's yours."

TEMPLATES 4 & 5

The two that pull the **most replies.**

4 The painful story

TEXT POST

"I lost a **[\$ amount]** client last month. Here's the exact reason, and how I'd fix it now."

Structure: Open on the loss. What went wrong, plainly. What you changed. Buyers relate to scars, not highlight reels, so this builds more trust than a win.

CTA: "If your [same risk] is exposed too, DM 'AUDIT' and I'll point out where."

5 The "stuck at \$X" diagnosis

CAROUSEL

"If your **[niche]** business is stuck at **[\$ revenue]/mo**, it's almost always one of these 3 things."

Structure: Name the 3 bottlenecks. One slide each, with the fix. The reader self-diagnoses and feels you understand their exact problem.

CTA: "Not sure which one is yours? Comment 'STUCK' and I'll tell you in your DMs."

THE DM TRIGGER IS THE WHOLE POINT

The comment-a-word play does two jobs. It boosts the post (comments are the strongest reach signal in the first 60 minutes), and it pulls every interested buyer straight into your DMs, where the 4-message cadence takes over. When they comment, open with this:

"Hey **[name]**, saw you wanted the **[thing]**. Sending it now. Quick one while I have you, what's the #1 thing blocking your client flow right now?"

Source: LinkedIn organic engagement by format, Socialinsider (1.3M posts across 16,645 pages, 2024-25): native documents 7.00%, multi-image 6.45%, plain text 4.50%.

30 MINUTES A DAY · THE WHOLE SYSTEM

You have 30 minutes. That's **enough**.

You said it yourself: between client work and being the bottleneck, you get maybe 30 minutes. Here is exactly where they go. Set a timer.

10
MINUTES

Accept & reply

Clear your DMs and pending requests. Move every live thread one step forward in the cadence.

10
MINUTES

Send 8-10 connects

Pull the next people off your saved list, visit each profile, send the Day 0 note.

10
MINUTES

Comment on 5 posts

Leave a real comment on 5 ICP posts. It warms them before you ever connect.

On top of the daily block: publish 3 posts a week from the 5 templates. Batch them in one 45-minute session on Monday and schedule them. That is the entire machine. Roughly 2.5 hours a week, every booked call traceable to it.

THE BENCHMARK SCORECARD

Score yourself every Friday against real numbers. Green means the machine is healthy. Below target tells you the exact leak to fix.

METRIC	BELOW PAR	ON TARGET	FIX IF LOW
Acceptance rate	Under 30%	30-40%	Profile + connect note
Reply rate (of accepts)	Under 10%	10-15%	The Day 0 question
Calls booked / week	0	1-2	The Day 5 soft ask
Connects sent / week	Under 25	40	Just send more
Posts / week	0-1	3-5	Batch on Monday



THE ONE RULE

Do the 30 minutes **every working day** for 30 days before you judge it. The owners who quit at week two never give the funnel enough volume to convert. 40 connects a week is roughly 2 calls a week. Run it for a month and you have **8 calls** in the calendar.

• YOUR NEXT MOVE

You have the machine. Want us to run it with you?

This playbook is the exact system. The hard part is doing it every day while you are buried in delivery, being the only one who can sell, write the DMs, and close. That is the trap that keeps you stuck at the same number for months. We install the whole client-acquisition machine **with you**, not as theory: the list, the profile, the cadence, the content, and the calls that show up.

It is backed by the \$10,000 guarantee, because we only put a number on the line when we own every link in the chain: **if we don't book you a set number of qualified calls in your first 90 days, we pay you \$10,000.**

\$10K
GTD

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

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