You don't need an audience. You need a *room.*

A LinkedIn content strategy for founders who are raising, hiring, and selling — and who do not have time to become influencers.

40
BUYERS

25
INVESTORS

10
FUTURE HIRES

≈300
THE ENTIRE STRATEGY

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LINKEDIN STRATEGY FOR FOUNDERS

What's *inside*

Thirty minutes of work in section 02 is worth more than three months of posting without it. If you only do one thing in this document, do that one.

01	The room, not the audience	Why 300 right people beats 30,000 wrong ones
02	Build your room	Three lists. Thirty minutes. Highest leverage here.
03	Your profile is a landing page	Not a résumé. Four fixes, in order.
04	Top, middle, bottom	What to post at each stage, and what it does
05	THBM — the perfect post	Topic, Hook, Body, Media
06	Three hook mechanisms	How to build a curiosity gap on purpose
07	CPIO — decide before you write	Convey, Packaging, Information, Order
08	Twelve prompts to start	Mapped to funnel stage. Post this week.
09	A cadence you can keep	Ninety minutes on Monday. That's the system.
10	Post to profile to DM to call	The mechanic that turns attention into meetings
11	What kills founder posts	Seven habits that quietly cap your reach
12	Your first thirty days	A week-by-week plan, starting Monday
13	Measure the right things	Two numbers that matter. The rest is noise.

Reach is a *vanity* metric for a founder.

Creators need audiences because they sell attention. You are not a creator. You sell a product, equity, and a place to work — and each of those has a buyer you could name.

40	25	10
BUYERS WHO COULD PLAUSIBLY SIGN THIS YEAR	INVESTORS WHO FUND YOUR STAGE AND SECTOR	PEOPLE YOU'D HIRE TOMORROW IF THEY WERE FREE

That's seventy-five people. Add their colleagues, the operators they trust, and the ones who'll matter in eighteen months, and you land near **three hundred.** If those three hundred see you think clearly, twice a week, for six months, you will not need a funnel. You'll need a calendar.

A post that reaches 40,000 strangers and none of your buyers is a worse post than one that reaches 900 people and eleven of them.

Post as a person, not as the company

This is the one structural advantage you have, and most founders hand it away by posting from the company page. Industry analyses consistently find personal profiles out-perform company pages by a wide margin on engagement — commonly cited in the range of **five to eight times** — with the gap narrowing for video, to roughly two to three times.

Treat those figures as directional, not gospel. They come from agency and tooling analyses rather than published LinkedIn data, and the sample sizes and methods usually aren't disclosed. The direction is not in dispute — a person out-reaches a logo — but don't quote a precise multiple to your board as if it were audited. The practical instruction is the same either way: **post from your profile.**

Three lists.
Write the *actual* names.

Not job titles. Not personas. Names of humans, or companies specific enough that you could name the human inside them in one more click.

LIST ONE

Buyers

Twenty people who could sign a contract or approve one. Include the champion who'd push it internally, not only the person with the budget.

LIST TWO

Capital

Twenty investors, angels, or scouts who write cheques at your stage in your sector. Partners, not firms — firms don't read LinkedIn.

LIST THREE

Talent

Twenty people you'd hire tomorrow, plus the ones whose opinion those people trust. Your future VP Eng follows someone specific.

Then do this, once, and never think about it again

Follow	Follow all sixty. Not connect — *follow.* No approval needed, no awkwardness, and their posts start showing up in your feed, which is where the next step happens.
Comment	Leave one substantive comment a day on someone in the room. Substantive means it adds information or disagrees usefully. "Great post!" is worse than silence — it uses the impression without earning anything.
Write	Before you post, ask: *which of these sixty is this for?* If the answer is "anyone," it's a bad post. Rewrite it for one of them.
Review	Once a month, add ten and remove the ones who've gone quiet or changed roles. The room is a living document, not a one-time exercise.

Why this works. Commenting on someone's post puts your name in front of them and their network, repeatedly, before you ever ask for anything. By the time you send a message you're not a stranger — you're the person who's been saying useful things in their comments for six weeks. That's the whole mechanism, and it costs ten minutes a day.

Every good post sends traffic to a *page.*

When someone reads a post they like, they click your name. What they land on decides whether they follow, message you, or leave. Most founder profiles are a résumé, which answers a question nobody asked.

Headline	**Not your title.** Say who you help and what changes. *"CEO at Northwind"* tells me nothing. *"Helping logistics teams cut dispatch time by half — building Northwind"* tells me whether to keep reading. This field is searchable, so the words your buyers actually type belong in it.
Banner	The most wasted real estate on the internet. Put one sentence on it: what you do, who for. It loads first and most founders leave the default gradient.
About	The first two lines are all most people see before "see more" — front-load them. First person, prose, not bullet points. End with a clear line about what you want: *"If you're running ops at a mid-market carrier, message me — I like these conversations."*
Featured	Three items maximum: your best-performing post, a customer result, and a way to book time. This is where an interested reader converts, and it sits directly under the fold.

BEFORE

Founder & CEO | Entrepreneur | Passionate about innovation and building great teams | Ex-Google

AFTER

I help mid-market carriers cut dispatch time in half. Building Northwind. Previously shipped routing at Google.

Do this before you post anything. Posting drives profile views. Driving views to an unfinished profile spends attention you can't get back — the same person rarely looks twice.

Three kinds of post. Each does a *different* job.

Most founders write only one kind and wonder why it doesn't convert — or only the bottom kind and wonder why nobody reads it. You need all three, in rotation.

Top of funnel — they meet you

TOP

Broad enough that people outside your niche will read and share it. This is how new people enter the room.

- Opinions on company building
- Stories from building your own company
- How you think about hiring and team-building
- How you think about culture and team dynamics

Middle of funnel — they trust you

MID

Narrower, and aimed squarely at your ICP. This is where a reader stops seeing a founder and starts seeing someone who understands their job.

- Opinions on your industry specifically
- Industry commentary
- Frameworks your ICP can steal
- Processes they can replicate

Bottom of funnel — they buy

BTM

Proof. Uncomfortable to post and the reason the other two exist. Post these least often and never apologise for them.

- Case studies
- Testimonials
- FAQs — the objections you answer on every call

A working ratio. Roughly 4 top : 4 middle : 2 bottom over ten posts. Skew top-heavy while nobody knows you, and shift toward middle and bottom as the room fills. **The give-away frameworks in the middle tier do the most work** — a process your ICP can actually steal proves competence in a way no case study can, because they test it themselves.

Every post has four moving *parts.*

T — TOPIC

One idea, and everything serves it

The topic must make the reader **know you, like you, or trust you better.** If it does none of those three, don't post it. Then hold the line: every single sentence in the post supports your point on that topic. Anything that doesn't is cut, however good it is.

H — HOOK

The most important sentence you will write

The hook creates a **curiosity gap** — the space between what the reader already knows and what they have to keep reading to learn. No gap, no post. Three reliable ways to build one are on the next page.

B — BODY

As long as it needs to be

Start with the hook, give the reader context, get into the story, opinion or framework, then **pay off the hook.** An unpaid hook is a broken promise and readers remember it.

M — MEDIA

Matched to the post, not decorative

The wrong image is worse than none. Match the format to what the post actually is — the pairings are below.

Three rules for the body

1. **Write as long as it needs to be.** Not artificially short, not padded. Length is an outcome, not a target.
2. **Don't overdo or underdo line breaks.** A wall of text loses phone readers; a break after every sentence reads as a gimmick and slows comprehension.
3. **Write in the most logical order possible.** Most weak posts aren't badly written — they're badly ordered.

Media / post match

Founder or team story	Founder / team photo
Deep listicle	Carousel
Dense process	Cheatsheet or infographic
Industry commentary	News headline or tweet screenshot

A hook is *engineered,* not stumbled into.

Each of these opens a specific gap in the reader's head. Write your hook, then name which mechanism you used — if you can't, you probably haven't got one.

MECHANISM 01

Pair two things that shouldn't go together

The contradiction itself is the gap. The reader needs to know how both can be true.

> *"I run a 100-person marketing agency but I've never had a marketing job."*

MECHANISM 02

Reveal the decision, hold back the reason

You give away the ending. The gap is *why* — and why is the whole post.

> *"Last month I turned down the biggest client our agency has ever been offered."*

MECHANISM 03

Start at the moment something changed

No preamble, no scene-setting. Drop the reader into the exact second the story turns.

> *"Ten minutes into my first board meeting, the CEO closed his laptop and asked everyone else to leave."*

What all three share: they're specific, they're true, and they cost the writer something. Vague hooks ("Here are 5 lessons from building a startup") open no gap because the reader already knows what's coming — and knowing what's coming is the definition of not needing to read on.

Four questions, asked *before* the first sentence.

THBM is how a post is built. CPIO is how you decide what you're building. Run it in your head and drafting gets dramatically faster, because you've already made every hard call.

C	P	I	O
Convey	Packaging	Information	Order
What am I actually trying to convey?	What's the most compelling format for it?	What's needed — and what isn't?	Does the sequence actually make sense?

Convey	Pick exactly one: **tell a story**, **give an opinion**, **highlight a process**, or **share a case study or testimonial.** Two of these in one post is one wasted post.
Packaging	A long list of points becomes a **carousel.** Industry commentary becomes a **tweet screenshot** you react to. A dense process becomes a **cheatsheet.** The content doesn't change — the container does, and the container decides whether it gets read.
Information	What has to be in the post to make the point — and, harder, **what does not.** Most drafts fail here. Context you find interesting is usually context the reader doesn't need, and every unnecessary line dilutes the one that mattered.
Order	How do you sequence that information so the post logically holds? Read it back as a stranger who has never met you. If a line makes you go back to understand it, it's in the wrong place.

A TRICK FOR THE O

Paste the draft into an AI and ask one thing only: *"Does this make logical sense to someone who has never met me? Where does it jump?"* Don't let it rewrite your post — it will flatten your voice into the same beige every other founder is posting. Use it as a fresh pair of eyes for structure, then fix the order yourself.

Twelve posts you can write *this week.*

Answer honestly and specifically and the post writes itself — the blanks are where the value is, so resist the urge to keep them vague. Run each through CPIO before you draft.

TOP · COMPANY BUILDING

An opinion about building companies that I've changed my mind on, and what changed it.

TOP · YOUR STORY

The moment I realised this problem was worth building a company around.

TOP · HIRING

The question I ask in every interview, and what the answers actually tell me.

TOP · CULTURE

A team norm we adopted that sounded small and changed how we work.

TOP · YOUR STORY

Something I got badly wrong in year one, and what I'd tell a founder starting now.

MID · INDUSTRY OPINION

Everyone in _____ says you should _____. In our experience that's backwards, and here's why.

MID · COMMENTARY

A piece of news in my industry this week, and what everyone reading it is getting wrong.

MID · FRAMEWORK

The framework we use to decide _____. Steal it — here it is in four steps.

MID · PROCESS

Our exact process for _____, written so you could run it Monday without me.

BOTTOM · CASE STUDY

A customer had _____. Here's what we changed and what the number did.

BOTTOM · TESTIMONIAL

What a customer said that surprised me — and the part of it I didn't expect.

BOTTOM · FAQ

The objection I hear on almost every call, and my honest answer to it.

Batch these. Answering all twelve in one sitting takes about an hour and gives you a month of posts. Editing later is much easier than starting from an empty box on a Tuesday morning.

Consistency beats volume. It isn't *close.*

Three posts a week for six months will do more for you than daily posting for five weeks and then nothing. You are running a company; the system has to survive a bad week, or it isn't a system.

Mon 90 min	**Write the week.** Pull three prompts — one top, one middle, one bottom or middle — run CPIO on each, draft, schedule. One sitting, done. Protect this block like a board meeting.
Daily 10 min	**Work the room.** One substantive comment on someone from your sixty. It compounds faster than your own posting does.
Post day 20 min	**The first hour.** Reply to every comment properly while the post is live. Three days a week.
Fri 15 min	**Check the two numbers** (section 13) and note which post caused profile views from the room. Add anyone new worth adding.

3×	~2h	6mo
POSTS PER WEEK TUE / WED / THU	TOTAL WEEKLY TIME INCLUDING COMMENTS	BEFORE YOU JUDGE WHETHER IT WORKED

On six months. Compounding is the whole thesis. Months one and two feel like shouting into a void — that's the normal shape of it, not a signal to stop. The founders who win at this are the ones who were boring about it for long enough.

Posts don't close. *Conversations* close.

The post's only job is to make someone click your name. Everything that matters happens after that, and almost nobody builds the second half.

01	02	03	04	05
Post	**Profile**	**Signal**	**Message**	**Call**
Someone from the room sees it and recognises their own problem.	They click your name. Your headline and About confirm you're relevant.	They follow, view, or comment. Check your profile-views list weekly.	You reach out — referencing what they engaged with, not a pitch.	A conversation, not a demo. The demo comes later or not at all.

The messages, written out

TO SOMEONE WHO COMMENTED — SEND WITHIN 24 HOURS

Thanks for the note on the dispatch post — the bit about your team rebuilding the same report every Monday is exactly the thing I keep hearing. Curious how you're handling it now. Genuinely just curious, not pitching you.

TO SOMEONE WHO VIEWED YOUR PROFILE

Saw you stopped by — I think we're circling the same problem from different sides. I've been writing about why dispatch data breaks at scale; you're living it at ______. Would you be up for twenty minutes some time? Happy to just compare notes.

TO AN INVESTOR WHO ENGAGED

Appreciated your comment on the retention post. We're not raising right now, but I'd rather you knew what we were doing before we are. I send a short monthly update — want me to add you?

Why these work. Each references something specific the person did, asks for something small, and gives them an easy way to say no. Nothing here is scalable and that's the point — sixty people is a number you can treat individually, which is exactly why the room is sixty and not six thousand.

Most of this is *self-inflicted.*

None of these are algorithm mysteries. They're choices, which means they're fixable this afternoon.

01 **Writing like a press release**

"We're thrilled to announce." Nobody has ever been thrilled by that sentence. Your company page can talk like a company; you cannot, and sounding like a person is the entire advantage of posting as one.

02 **Posting from the company page instead of your profile**

The single most expensive habit here. A logo does not out-reach a person, and the gap is large enough that everything else in this document depends on getting this one right.

03 **Links in the post body**

Long observed to depress distribution. Put it in the first comment and say "link in comments." Costs you nothing.

04 **Posting and leaving**

The first hour is when a post lives or dies, and replies count as engagement. Publishing and closing the tab wastes most of the work you just did.

05 **No hook, or an unpaid one**

Opening with "Here are 5 lessons" opens no curiosity gap. Opening with a gap and never closing it is worse — the reader feels the broken promise even if they can't name it.

06 **Topic drift**

Logistics, then productivity, then AI, then hiring. Consistency of subject is what makes you the person someone thinks of, and it appears to help distribution too.

07 **Outsourcing your voice entirely**

Ghostwritten founder content that sounds like nobody is the most common failure in this category. Someone else can run the strategy, the calendar, the editing and the first draft — but the opinions, the numbers and the stories have to be yours, or the whole thing reads hollow and your buyers can tell.

Four weeks.
Start *Monday.*

Week 1	**Foundation, no posting yet.** Build the three lists (section 02). Follow all sixty. Rewrite headline, banner, About, Featured. Begin the daily comment habit immediately — this is the week it starts paying, even with nothing published.
Week 2	**First posts.** Answer six prompts in one sitting. Publish three: two top of funnel, one middle. Use a named hook mechanism on each. Reply to every comment within the hour. Expect quiet — quiet is the correct week-two result.
Week 3	**Add the mechanic.** Three more posts, shifting toward middle of funnel — this is the week to give away a framework. Then check profile views and message the three most relevant people who engaged, using section 10. Aim for one conversation, not five.
Week 4	**Review and set the rhythm.** Three posts including your first bottom-of-funnel one. Look at which stage pulled the people you actually want. Book the Monday ninety-minute block as a recurring calendar event, then keep going for five more months.

REALISTIC MONTH ONE

A handful of posts under a thousand views each. Ten to thirty profile views a week. One or two real conversations. **That is success,** and it will not feel like it.

REALISTIC MONTH SIX

People in your room referencing your posts before you mention them. Inbound messages that start "I've been following what you're building." A shorter first call, because they already trust you.

The only failure mode that matters is stopping in week five, when the novelty has worn off and the numbers haven't moved yet. Everything in this document is designed around surviving that specific week.

Two numbers matter. The rest is *noise.*

TRACK THIS

Profile views from the room

Weekly, check who viewed you. How many are buyers, investors, or people you'd hire? That number going up means the strategy is working, no matter what your like count does.

TRACK THIS

Conversations started

Real back-and-forth messages with someone from your sixty. One a week is a good month. This is the number that turns into revenue, hires and cheques.

Ignore	**Likes.** The cheapest possible signal, and mostly from people outside your room.
Ignore	**Follower count.** Useful to a creator selling ads. Irrelevant to you.
Ignore	**Impressions,** unless you check *who*. Forty thousand of the wrong people is worse than nine hundred of the right ones — it just feels better.
Watch	**Comment quality.** Are the replies from operators in your space, or from other founders being supportive? The second is pleasant and means nothing.
Watch	**Which stage** pulls the right people. If top of funnel brings crowds and no conversations, shift weight to middle — the frameworks and processes are what convert.

If you can name the person who read it, it worked.

Sixty names.
Top, middle, bottom.
THBM every time.
Six months.

That's the whole strategy. It is not complicated and it is not fast, which is exactly why most founders won't do it — and why it still works for the ones who do.

Angelina

I build LinkedIn presence for founders — strategy, content plan, and the posts themselves — so the right people find you before you need them to.

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