



Forte No-Fluff Guides

Powered by AI & Exited-Founder experience



How to: Turning your LinkedIn into a Revenue Machine

What's in this Forte Guide?

What's in this Forte Guide?

Turn Your Profile Into a Lead & Revenue Machine — Without Spamming Anyone or chasing for Virality

INTRO: Why This Playbook Exists

House keeping & before we start:

Now let's GO!!!

If you bought in to the idea - let's get real and help you step-by-step 📌

Section 1: The LinkedIn Growth Engine

🔥 "LinkedIn Like a Pro" (Even If You're a Busy Founder)

🔧 Step 1: Fix Your Profile (Think of it as a Landing Page)

Step 2: Comment-First Strategy

🔧 Step 3: Delegate Engagement

✉️ Step 4: Connect Like a Human

📊 Step 5: Weekly Content System

Section 2: The Trust Layer

❌ Why Cold DMs Don't Work Anymore

✅ What You Actually Need

🧠 IRL > Inbox: Build Trust in Person

🔗 Tap Into Other People's Trust

Section 3: From Proof to Pipeline

📢 Post with Signal, Not Noise

📦 Content Types That Build Trust

📦 Add a Physical Layer

📌 If this helped, a quick comment goes a long way. Appreciate you

Section 4: Content → Comment → DM → Convert

💬 The Conversion Loop

🔧 Notion Templates & Systems to Include

TL;DR — How to Build a Founder-Led Growth Engine on LinkedIn

📌 If this helped, a quick comment goes a long way. Appreciate you

How I can help you get there:

Turn Your Profile Into a Lead & Revenue Machine — Without Spamming Anyone or chasing for Virality

INTRO: Why This Playbook Exists

You don't need to "build a personal brand."

You need to build a **lead-generating, high-trust system** around your founder identity.

That system lives on LinkedIn.

But most people post into the void.

This playbook shows you how to **turn your founder profile into a consistent source of visibility, trust, and qualified leads** — the exact system I use and implement for clients like Wealt, Witco, Native, Uji.

House keeping & before we start:

1- The next slides are based on actual delivery and what we do day-to-day to build this engine for founders and busy growth peopleS!!



I also write a (very no-fluff) newsletter where I share GTM ideas:

PLEASE SUBSCRIBE <https://fortegrowth.substack.com/subscribe>

And if you like this and other playbooks I share please show your Fortelove by dropping a comment under this linkedin post: https://www.linkedin.com/posts/alper-yurder_excited-to-join-the-latest-expert-cohort-activity-7325802829162459136-SQxH?utm_source=share&utm_medium=member_desktop&rcm=ACoAAALts24BQe4FtEXBlmWlUijGkY4SunbpYdU

Now let's GO!!!

Step-by-step with actual tools, templates and screenshots of **How to Unlock Revenue from LinkedIn**:



From LinkedIn Profile to Pipeline: A Step-by-Step Playbook to generate \$1M pipeline on LinkedIn

We didn't build a brand. We built a pipeline.
Content + follow-up = leads.
Drop "PLAYBOOK" to steal it. 🗨️

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Founder-Led Content

Authentic content from the founder creates trust and authority that resonates with the right audience.

Smart Follow-Ups

Quick, context-driven follow-ups turn warm interactions into engaged leads ready to take action.

Live Leads on LinkedIn

This simple formula produces a steady stream of real opportunities rather than passive followers.

Step 1 — Nail the foundation

Before a single post:

- ✓ Cleaned up the ICP
- ✓ Sharpened the positioning
- ✓ Enriched leads using LinkedIn + Clay
- ✓ Understood what *our audience* actually wants

Tool stack:

LinkedIn Sales Nav + Clay + manual persona deep dives

T' Investor Name	T' Investor Email	Enrich Person	Find Professional P...	Find professional U...	Enrich Person from...
Aayush Sharma	aysharma1@gmail.com	No Profile Found	No professional pr...	https://www.linkedin...	Run condition not met
Abdullah Al Saleh	abdullahsaleh27@gmail...	No Profile Found	No professional pr...	No professional pr...	No Person Found
Abhijit Chahal	chahal@gmail.com	Abhijit C.	Run condition not met	Run condition not met	Run condition not met
Abhishek Kapur	aka.kapur.next@gmail.com	No Profile Found	No professional pr...	No professional pr...	No Person Found
Aditya Gupta	aditya2003@outlook.com	No Profile Found	No professional pr...	No professional pr...	No Person Found



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Step 2 — Enrich ICP with AI

Preparation Before Posting

Cleaned up Ideal Customer Profile (ICP)
Sharpened brand positioning
Enriched lead data using LinkedIn + Clay
Really understood what our audience wants

Before a single post:

- ✓ Cleaned up the ICP
- ✓ Sharpened the positioning
- ✓ Enriched leads using LinkedIn + Clay
- ✓ Understood what *our audience* actually wants

Tool stack:

LinkedIn Sales Nav + Clay + manual persona deep dives

Essential Tools

We leveraged LinkedIn Sales Navigator and Clay for smarter, sharper targeting. Combining these with manual research gave us a precise view of personas.

T' Investor Email	Enrich Person	Find Professional I
aysharma1@gmail.com	No Profile Found	No professional
bdullaalsaleh27@gmail...	No Profile Found	No professional
hinaia@gmail.com	Abhijit C.	Run condition not met
bs.kapur.next@gmail.com	No Profile Found	No professional
dkg2003@outlook.com	No Profile Found	No professional



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Step 3 — Post with this exact Formula

1

Authority - 70%

Establish meaningful expertise with insightful content.

2

Credibility -20%

Share authentic success stories and data points to back your claims.

3

Relatability -10%

Engage the audience with personal stories and genuine conversations.

Every post included clear CTAs such as “DM me your portfolio” to drive direct engagement and meaningful next steps.

Founder Brand & LinkedIn

EXECUTION

- 107 linkedin content calendar
- May first week - expanded & upped
- May posts written - to be expanded
- Raw good ideas for abidin calendar-may

STRATEGY

- Founder Brand & LinkedIn Strategy
- Content calendar_all ideas
- LinkedIn engagement & outreach
- LinkedIn ideation
- Content calendar_Simple



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Step 4 — Engage with comments

1

Create a network

For your posts to circulate, you need a tribe of people who follow and like you first. Before you go “viral”!

1

Comments get more impressions than posts

Find relevant posts and comment smartly to get people to view your profile.

margins are razor thin and operational complexity is high, consolidation helps rationalize the landscape. It cuts duplicate costs, strengthens price power, and improves logistics density — all key levers to make unit economics viable and sustainable over the long term. For DoorDash, acquiring Deliveroo isn't just about geographic reach — it's about embedding resilience into the supply chain. If regulators don't stand in the way, this could be a textbook case of consolidation turning a fragmented, loss-making industry into something with real staying power.

Like · 2 | Reply · 1 reply | 1,906 impressions



Agam Garg Author

Top 1% in UAE's Logistics & Mobility | Top 200 LinkedIn Creators ...

14h



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Step 5 — Build an army of “allies”

Record a list of influencers/ fellow founders to engage with no matter what

1

- 10 Super Ally - We can ask them for anything
- 15 Ally - Posts about us, talks to their network, tags us under posts
- 25 Happy user - User for XYZ case - share their flows - use them for testimonials
- 25 Feedbacker - Gives detailed and regular feedback
- 15 Connector - Intros us to others, talks about us
- 10 Experts - gives feedback into investment
- 10 Writers

Full Name	Type	Title	Link
Alexandra Johni	Connector	Private Capital Advisory @Connaught	https://www.linkedin.com/in/alexandra-johni-695774174/
Michael Sidgmore	Influencer	Co-Founder & Partner @Broadhaven Ventures	https://www.linkedin.com/in/michaelsidgmore/
Simon Taylor	Feedback writer	Head of Strategy & Content @Sardine	https://www.linkedin.com/in/sytaylor/
Sebastian Page	Influencer	Head of Global Multi-Asset and Chief Investment Officer @ T. Rowe Price	https://www.linkedin.com/in/sebastian-page/



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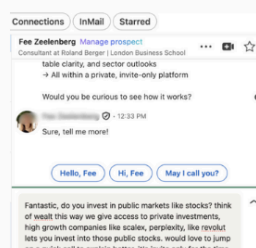


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Step 6 — Turn Posts into DMs

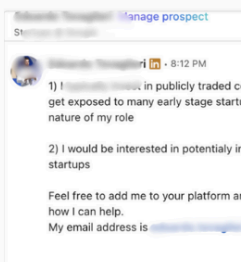
Your ICP starts reaching out to you

“Saw your post, want to work together” kindled new project discussions.



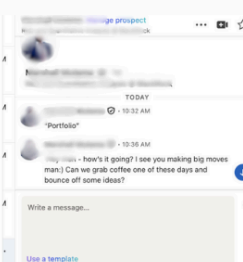
Potential Investors Engage

Founders expressed interest in investing triggered by timely posts.



Old Leads Reactivate

Previously unresponsive contacts re-engaged after seeing fresh content.



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Step 7 — Message the Likers

Every day – end of day, see who viewed your profile, liked posts, go back with a DM

Likes Are Warm Leads

We treated every liker as a potential conversation starter worth nurturing.

Soft Outreach Strategy

Simple messages like "Thanks for engaging! Can I ask 2 quick questions?" opened doors to dialogue.

Pipeline Conversion

This gentle approach transformed passive viewers into active contacts.

Likes = warm leads.

So we turned them into convos:

"Thanks for engaging! Can I ask 2 quick questions?"

This soft outreach turned passive viewers into pipeline.



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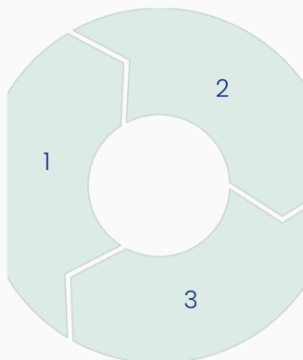


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Step 8 — Compound the Effect

Standing Out Over Time

Consistency in posting built increasing trust and brand visibility.



Previously Ignored Leads Reply

Leads added months ago but unresponsive started engaging after ongoing content.

Trust + Visibility = Conversion

The power of compounding content and follow-ups makes pipelines sustainable.



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Want to Build Your Own LinkedIn Pipeline?

- I've turned this playbook into a replicable system
- That generates leads in 2-3 months
- Interested in getting the complete steps?

Drop **"PLAYBOOK"** in the comments and I'll send you everything you need to get started.

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GTM Partner for Startups: Building Your Growth Engine

Hi, I'm Alper

GTM advisor, ex-founder, sales strategist.

I co-founded Flowla (raised \$1.3M, scaled toward \$1M ARR), got our brand from complete unknown to 1000 leads in a year.

Previously led GTM at startups from Series A to D — driving \$50M+ in revenue.

Before that? Bain and Accenture.
Now I help founders build growth engines that actually convert.

What I Do

- Build full-stack GTM systems
- Help founders scale from early revenue
- Act as a GTM cofounder

For Founders At

- \$100K-\$2M ARR, stuck or inconsistent
- Struggling with outbound and content
- Unsure when to hire or scale

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Interested?



Let's talk

- DM me on [LinkedIn]
- Book a free GTM audit → [Calendly](#)
- Subscribe to [Newsletter]

Extras & Resources

Want to see how I work? Start with:

- a 3 week GTM audit
- 90 day GTM sprint to create extra \$100K in sales

Access my tactical playbooks here:

- From Early traction to Repeatable Revenue
- Scalable vs. Non-scalable Channels
- Your Complete GTM Guide to \$3M ARR
- Early-Stage B2B Growth Playbook – Summary
- High-Response LinkedIn Outreach Templates



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Book a call with me on hubble: <https://www.hubble.social/alperyurder> if you'd like to discuss how to crack linkedin in 90 days together: not the kind that's "let's send 2000 messages" but the kind that scales trust and revenue!



Book a call with me to discuss

- ✓ Sales Execution That Closes
- ✓ Full-Stack Go-To-Market Strategy...

If you bought in to the idea - let's get real and help you step-by-step 🙌

Section 1: The LinkedIn Growth Engine



"LinkedIn Like a Pro" (Even If You're a Busy Founder)

| You don't need to post daily. You just need to show up smart.



Step 1: Fix Your Profile (Think of it as a Landing Page)

Element	Action
Headline	Who you help + how (not your title)
Banner	Branded visual, crisp messaging

About	Speak to your ideal customer's pain
Featured	Pin 1–2 key posts or wins
CTA	Add: "DM me 'playbook' if you want my GTM checklist"

Step 2: Comment-First Strategy

Before you post, **warm up the algorithm**:

- Identify 5–10 creators your ICP follows
- Comment daily with thoughtful takes
- Ask 3–5 friends to reply to your comments for visibility
- Repost the best comments into your own content

💡 *I did this for Wealt, Flowla and Witco — it built credibility before a single post dropped.*

🔧 Step 3: Delegate Engagement

If you're too busy:

- Train a VA or SDR to mirror your tone
- Focus them on ICP-related accounts
- Have them push your comments/posts when needed
- Reuse voice memos to ghostwrite your weekly post

✅ If you're too busy to do it DM me, I'll help you

✉️ Step 4: Connect Like a Human

4-step flow:

1. View their profile
2. Like + comment on something real
3. Send a connection with context:

“Enjoyed your post on [X]. I work with founders in this space — thought I'd connect.”

1. Follow up with value:

“Wrote a GTM playbook that helped a few early-stage teams. Want it?”



Check out my latest webinar with Scribe where we cover this topic:

https://us02web.zoom.us/rec/play/hhvRDiaNmjXJAAzPSqEVJ_AveQLfM6p4rXfntaaIT0TB8uE1INGCNdfCAnIJ6j8qEq?accessLevel=meeting&canPlayFromShare=true&from=share_recording_detail&continueMode=true&componentName=play&originRequestUrl=https%3A%2F%2Fus02web.zoom.us%2Frec%2Fshare%2FJj4lpaQmMfO2CQbqcG6czZT5t



3. Demand generation

Challenges:

Scaling beyond your network is tough.

Outbound channels are saturated, and inbound credibility is a must.

Sales cycles stretch past 6 months without pre-call education.

Building an inbound engine is resource-heavy, with costly scalable channels and tough guerilla marketing.

❌ Lack of expertise and experience means making errors, losing time, friction in team!

From early traction to sustainable demand

Inbound & outbound work together to build **TRUST, AUTHORITY, CREDIBILITY**

What does a founder need to do?

- ✅ Build authority through thought leadership and community engagement.
- ✅ Amplify a clear message, build social proof, and create trust and FOMO.
- ✅ Bring more leads to awareness stage and push them through to conversion.
- ✅ Cultivate true fans.
- ✅ Test scalable and non-scalable growth channels at the same time. Test-iterate-improve!
- ✅ Prepare the way for scalability and hiring/onboarding

00:29:59 / 00:57:24

Speed

Chat Messages

Search chat

Rob Cossins 13:10

RC

Thank you for joining us!

Alper:
<https://www.linkedin.com/in/alper-yurder/>
Rob:
<https://www.linkedin.com/in/rob-cossins/>
Ekky:
<https://www.linkedin.com/in/ekaterinamanolienko/>

If you have any questions as we go, drop them here 🙋

Aman Hardikar 31:19

AH

how to approach when customer/users are not decision makers, but do influence the

Step 5: Weekly Content System

What	Example
1 high-signal post	Wins, case studies, hot take
3-5 comments/day	Under your ICP's posts
Follow-ups	DM every engager, offer value

✅ High-trust content types:

- **POV:** Your opinion on what's broken in your space
- **Proof:** Screenshots, testimonials, real results
- **Playbooks:** Tactical, step-by-step "how to" guides
- **Behind the Scenes:** Show your thinking process, not just results

Section 2: The Trust Layer

❌ Why Cold DMs Don't Work Anymore

Spam ≠ pipeline.

People don't buy from strangers.

They buy from people they've seen, heard, and learned from — over time.

✅ What You Actually Need

Layer	What It Means
Visibility	Be where your buyers hang out (LinkedIn, events, Slack)
Credibility	Demonstrate your knowledge with proof and POV
Presence	Show up online <i>and</i> in real convos
Proof of Trust	Testimonials, screenshots, referrals

🧠 IRL > Inbox: Build Trust in Person

Playbook:

1. Pick 3 IRL events your ICP attends
2. DM 5 attendees pre-event for coffee chats
3. Don't pitch. Ask about challenges. Take notes.
4. Follow up with insight or intro within 48 hrs

| Familiarity beats first impression. Be known before being sold.

Tap Into Other People's Trust

You don't need a massive audience — just *borrow* one:

How	What to Do
Partner with trusted voices	Creators, consultants, niche agencies
Co-create	Webinars, short guides, newsletter swaps
Deliver value fast	One tip > one PDF > one call

| Credibility is transferable. Leverage it.

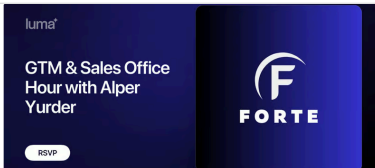
? Got questions? Want to explore this further?

→ Join our next office hour - next Wednesday, 21st May: 🗨️ <https://lu.ma/trh1xdqw> - limited to 3 startups per session

GTM & Sales Office Hour with Alper Yurder · Luma

Weekly office hours with Alper Yurder for B2B sales, startup growth and revenue conversations. Q&A and idea exchange on growth hacking, sales playbooks and...

🔗 <https://lu.ma/trh1xdqw>



★ [Subscribe to GTM Journal by Alper Yurder](#) if you like this content and would like to receive more free guides.

Section 3: From Proof to Pipeline

Post with Signal, Not Noise

LinkedIn isn't a megaphone. It's a **credibility engine**.

Weekly system:

- 1 post: POV, win, or how-to
- 3+ high-signal comments/day
- DM follow-ups with value

- Screenshot best stuff → repurpose

Content Types That Build Trust

Type	Outcome
Thought Leadership	Clarity, original thinking
Proof Points	Trust, legitimacy
Actionable Frameworks	Saves time, provides structure
Customer Wins	"That could be me" moment

Add a Physical Layer

Few do it. That's why it works.

Item	Use
Book	Send with a sticky note — "Thought of you"
Handwritten Note	Specific and personal
Custom Swag or Gift	Tied to their brand or pain

 If this helped, a quick comment goes a long way. Appreciate you

<https://senja.io/p/forte/r/JaxAe9>

Section 4: Content → Comment → DM → Convert

The Conversion Loop

1. Publish high-trust content
2. Comment under ICP posts (and let others comment on yours)
3. DM warm engagers
4. Offer value → book call → close deal

Notion Templates & Systems to Include

- Content calendar (2–3x/week cadence)
- Comment tracker sheet
- "Engager" list + DM framework
- Weekly post checklist
- "GTM Engine" offer post template
- Playbook delivery + signal-based follow-up flow

TL;DR — How to Build a Founder-Led Growth Engine on LinkedIn

- ✓ Comment first
- ✓ Post weekly (high signal > high volume)

- ✓ Delegate but don't disappear
- ✓ Build trust in public and private
- ✓ Turn engagement into real pipeline

This system has generated \$100K+ in pipeline for me and for clients — not with spam, but with systems.

👉 If this helped, a quick comment goes a long way. Appreciate you

<https://senja.io/p/forte/r/JaxAe9>

How I can help you get there:

If you like what you see and want to go deeper — here's how we can work together:

🕒 **Advisor Sprint** – £1,500/month

Join a small cohort of 5 early-stage founders. I guide you through my founder-led sales model with weekly office hours, playbooks, and tactical reviews.

🔧 **Consulting Project** – 3-month sprint - pricing based on project

We go deep on a specific growth challenge: GTM, founder brand, sales system, content engine, or all of the above.

🚀 **Fractional CRO/CMO** – 1 slot opens next month - pricing depending on scope and time

I'll step in as your GTM cofounder — build your system, run it with you, then hand it over when it works.



Want to explore?

→ [Join my office hour] next Wednesday: <https://lu.ma/trh1xdqw>

→ [Book a call] with me: <https://www.fortegrowth.co/free-consultation>