

The LinkedIn Growth Engine

For founders who hate LinkedIn and know they need it. The profile, the content system, the engagement routine, and how to survive the dip that makes most people quit.

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It is where your buyers research you before they ever talk to sales.

You have two options. Build a founder brand and get discovered, or stay invisible and rely entirely on cold outbound. The second one is roughly ten times harder.

The cringe tax, and it is non-negotiable

When	What it feels like
Week 1 to 2	Enthusiastic. I am actually doing this
Week 3 to 5	Doubt. Eight likes. Is this working?
Week 6 to 8	Crisis. This is stupid, I am stopping
Week 9 to 12	Breakthrough. Someone I do not know sent me a DM
Month 4 and on	Momentum. This actually works

THE NUMBER THAT MATTERS

Around eight in ten founders quit at week six, which is one week before the part where it starts working. The cringe is the entry tax. Everyone pays it and there is no way to pay it later.

1. PROFILE

Three hours, once

The headline

Weak. Your job title at your company. **Strong.** Who you help, what outcome, and one piece of proof or credibility.

The shape that works: helping [who] [achieve what] · [the proof] · [why you]. A stranger should be able to work out in four seconds whether you are relevant to them.

The about section

1. **The hook.** The problem you solve, or a fact that stops the scroll.
2. **Your story.** How you got here. Make it human, not a CV.
3. **What you do now.** The value proposition, in one clear paragraph.
4. **Who you help.** Specific. Naming who you are not for is fine.
5. **The call to action.** An email address, or an invitation to connect.

The featured section

Pin three to five: your manifesto, your best case study, a speaking appearance, a media mention, and a company milestone. This is the part that converts a profile visit into trust.



2. CONTENT

Three hours a week, forever

Share	Type	What it looks like
70%	Authority	Teach what you know deeply. The thing everyone in your category misses. Why the obvious approach fails
20%	Credibility	What you just delivered. Where you are speaking. A customer in their own words
10%	Relatability	Why you do this even though it feels awkward. What you got wrong and what it cost

Day	What runs
Monday	Authority
Wednesday	Authority or credibility
Friday	Credibility or relatability

3. The founder manifesto

One public declaration, pinned to the top of your profile. Five hundred to eight hundred words.

- Open on the problem, or the moment that set this off
- Why this next step, and the journey that led to it
- What the company is, specifically
- **What the company is not.** Defining the boundary is the part that makes it credible
- What you personally bring
- Why now
- How to reach you



4. ENGAGEMENT

Thirty minutes a day, split in two

When	What you do
Morning, 15 min	Check who viewed your profile and who engaged. Reply to every comment on your posts. Like ten posts from your target list. Comment properly on three, never just great post
Afternoon, 15 min	Five personalised connection requests. Five follow-ups to warm leads. Update the tracker

The tracker is five columns and a spreadsheet is fine: name, company, date you started following, whether they engaged, whether you messaged, and what came back.

5. The dip, and how to get out

Week 1 to 2 you get thirty likes because your friends are excited. Week 3 to 6 it drops to ten. Week 7 to 12 it is three and it feels like shouting into a void.

YOU ARE MEASURING THE WRONG THING

Wrong goal. A hundred likes per post.

Right goal. Three people who could actually buy viewing your profile because of that post.



Three tactics that work

1

Double down on specificity

Instead of a broad statement about your category, write the sentence only one narrow group could have written. Fewer likes. But the five people who do like it are exactly your buyers.

2

Engagement stacking

Post at 8am Monday. Immediately message ten target people to say you just posted on the topic. Comment on five posts from your ICP. Reply to every comment within thirty minutes.

3

The reset

When you are properly stuck, post something that will land: give away something genuinely valuable, take a position people have feelings about, or tell a personal story. Then return to the normal rhythm.

THREE MINDSET SHIFTS

Your company page is dead. The personal account wins, and the data decides that, not preference.

Consistency beats perfection. Twelve good-enough posts beat one perfect one.

Some should love you, some should not. If everyone likes it, it was too vanilla to be worth writing.

Do not just post and hope

Content builds the trust layer. Outbound is what puts you in front of the specific people you want. Layer them.

1. Take one ideal customer you already have
2. Find a hundred companies that look like them
3. Export the founders or the relevant leaders
4. Follow all hundred
5. Engage with their posts daily for thirty days
6. Message only the ones who engaged back

WHY THIRTY DAYS OF ENGAGING FIRST

A connection request from a stranger is a cold ask. A connection request from someone who has been thoughtfully commenting on your posts for a month is a warm one. The engagement is not politeness, it is what converts the request.

THE THREE TOUCHES

The three-touch sequence

Touch	When	What it does
1. Engagement	Day 1	Like the recent post, leave a comment that shows you read it. Get on their radar as someone worth knowing
2. Connection	Day 3 to 5	Personalised request referencing something specific they posted. No ask yet
3. Value	3 days after accept	Compliment, then an insight from similar work, then a soft ask

THE MATHS, HONESTLY

100 follows becomes 75 accepts, 35 who see your content, 12 who engage, 7 who respond, and 3 to 4 meetings. That is a good month, and it compounds because the 68 who did not respond have now seen you.



What six months actually looks like



Month	Audience	Inbound DMs
1	2,000 to 3,000	0
2	3,000 to 4,000	2 to 3
3	4,000 to 5,500	5 to 8
6	5,500 to 8,000	15 to 20

The real result is not the follower count. It is the moment a new customer answers how did you hear about us with your name.

Month one produces nothing and that is not a sign it is failing. It is the shape of the thing.



The best outbound is inbound.

Forte is a marketing build team. We build the whole function, run it, then hand it to your team or keep running it fractionally.

This playbook is the trust layer. It works fastest when the outbound engine, the sales process and the content system are built alongside it rather than after it.

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