PLAYBOOK · 06 STEPS

The 6-Step Process *that turns buyer pain into pipeline.*

A LinkedIn playbook for early-stage B2B SaaS founders and salespeople posting under *their own name,* without a content team, who want posts that attract enterprise buyers and not engagement from peers.

AUDIENCE Early-stage founders + sellers

FORMAT LinkedIn organic

USE WHEN Pipeline, not vanity

TIME TO RUN ~60 minutes

PLAY/01

VOL. 01 · LINKEDIN SERIES
ISSUED · BUYER INTEL ACCELERATOR
PRIVATE BETA NOW OPEN

INTRODUCTION

PROLOGUE · THE PROBLEM

WHAT THIS PLAYBOOK SOLVES

Picking the wrong topic is not a creativity problem. It is an intelligence problem.

Most early-stage LinkedIn content from founders and salespeople is written in product language. The buyer who could sign your next deal scrolls past it because nothing in the first line matches the words they use in their own team meetings. You are optimizing for resonance with an audience whose **internal vocabulary, live frustrations, and decision triggers** you have not mapped. The six steps in this playbook close that gap.

Anchor to *the metric.*

Before you pick a topic, find the number the buyer is actually being measured on.

STEP · 01

Identify the one metric your target buyer is *held accountable for this quarter.*

Before picking any topic, name the single number your ideal buyer is measured on right now. Not their job description. Not their comp plan metric. A VP of Sales does not care about "sales efficiency." They care about attainment against quota. A CFO does not care about "cost reduction." They care about burn multiple. Write posts that open inside that number.

COMMON PITFALL

Posts aim at the job title, not the performance pressure. The hook lands for observers, not the person who feels the pain.

WHEN DONE RIGHT

Posts anchored to a buyer's owned metric rather than a generic job function typically see **2–4x the save and share rate** from target-ICP accounts vs. product-led posts.

Mine *the graveyard.*

Write toward the failure mode they have already lived through.

STEP · 02

Mine the graveyard. Write about the failure mode your buyer has *already lived through.*

Identify one vendor failure, shelved project, or internal initiative that buyers in your target role have already experienced and regretted. That graveyard moment is your highest-resonance topic category. Write toward what burned them, not what you sell. The hook "We tried X and it failed because Y" earns more attention from a buyer who lived that exact sequence than any feature announcement.

COMMON PITFALL

Posts position around the seller's solution before earning the credibility that comes from showing the writer understands the failure the buyer is still trying to recover from.

WHEN DONE RIGHT

Operators who open with a **named failure mode** from their closed-lost interviews report comment threads where buyers self-identify the same problem, speeding up inbound qualification.

Steal *the vocabulary.*

Once the metric and the failure mode are in hand, write in the buyer's exact words.

STEP · 03

Build a vocabulary list from the buyer's own language. Then write the hook *in their words.*

Pull three to five phrases your target buyer actually uses in internal meetings, Slack threads, or budget conversations. Not marketing language. The words they use to justify decisions upward. A VP of Sales says "deal slippage," not "pipeline inefficiency." A CFO says "payback period," not "ROI." Your hook should open with a phrase they already use, so the scroll stops before they consciously decide to read.

COMMON PITFALL

Using category jargon that signals vendor, not peer. That triggers the scroll reflex that kills reach before the algorithm even measures it.

WHEN DONE RIGHT

Posts written with **verbatim buyer vocabulary** from closed-won call transcripts consistently outperform "polished" rewrites on saves and profile clicks from ICP accounts.

CONTINUED · STEP 4 OF 6 — THE COMMITTEE

Build for *the committee.*

Pick formats that travel inside their internal channels.

STEP · 04

Pick topic formats that spread inside buying committees, *not just your feed.*

Prioritize three topic formats: a named mistake that a buyer's peer has made, a counterintuitive number that challenges a common assumption in their function, and a before-after scenario that mirrors a buying decision they are currently facing. These formats get forwarded in Slack and shared in team channels, which puts your content in the room you cannot enter. Avoid "lessons I learned" formats that attract peer founders and peer sellers, not buyers.

COMMON PITFALL

Writing for peer engagement, founder-to-founder or rep-to-rep, because the likes come fast. The actual enterprise buyer population never sees the post.

WHEN DONE RIGHT

Operators who audit their LinkedIn follower growth by job title after switching to buyer-committee formats report a measurable shift toward **ICP-role followers within 60 days.**

Pass *the two-second test.*

Before you publish, audit the first line against the only moment that matters.

STEP · 05

Test your hook against the two-second scroll rule *before you post.*

Read only the first line of your draft. Ask: does this line name a specific pain, metric, or failure mode that my exact buyer has felt in the last 30 days? If it names your company, your product category, or a generic aspiration ("great teams do this"), rewrite it. The algorithm gives you one line to stop the scroll. That line must do one job: make the right reader think "this is written about me."

COMMON PITFALL

Starting with context-setting. "I've been thinking about X" or "After years in sales..." burns the only moment when the buyer's thumb is still.

WHEN DONE RIGHT

Posts where the first line contains a **specific number, a named role, or a failure scenario** average 35–50% higher click-to-profile rates than posts that open with a personal framing statement.

Source from *your losses.*

Stop writing from a calendar and start writing from your closed-lost notes.

STEP · 06

Build a topic backlog from your closed-lost calls, *not from content calendars.*

Your highest-converting LinkedIn topics are already sitting in your closed-lost call notes. Every deal that died because of a political blocker you did not know about, a metric you mis-pitched, or a vocabulary mismatch is a LinkedIn post. Extract five recurring patterns from your last ten losses and write one post per pattern. You are not creating content. You are surfacing intelligence your buyers will recognize as true.

COMMON PITFALL

Using content calendar templates designed for media companies. They produce consistent volume but zero ICP resonance because the topic list was never derived from actual deal intelligence.

WHEN DONE RIGHT

Operators who source at least **50% of their LinkedIn topics directly from closed-lost patterns** report higher inbound DM rates from ICP-matching titles within 90 days of the shift.

From follower count to *pattern recognition.*

The compounding effect of this process is not vanity reach. It is your buyer reading three of your posts in a row and recognizing themselves in every one.

What actually compounds.

The result you are after is not follower count. It is *pattern recognition* inside your target market. When a VP of Sales reads three of your posts in a row and each one names something that happened in their last team meeting, you stop being a vendor and start being a peer. That shift converts a LinkedIn follow into a replied DM, and a replied DM into a first call where they already believe you understand their world before you say a word about your product.

The operators who run this playbook for 90 days, founders and salespeople alike, consistently report the same pattern: lower volume, higher signal, more inbound conversations with ICP-matching titles, shorter first-call qualifications. The posts are not better written. They are **better targeted at a buyer the writer has actually studied.**

The system underneath *all six steps.*

Every step in this playbook depends on one input: **a deep, accurate map of who your buyer actually is.** Their owned metrics. Their vocabulary. Their political landmines. Their failed prior projects. The founders and salespeople who execute this process well are not better writers. They have done the buyer intelligence work most of their peers skip. That is what makes their first line land.

PRIVATE BETA NOW OPEN

Stop guessing at the hook. *Start with the buyer.*

Inside the Buyer Intel Accelerator you get a pre-built persona for every enterprise buyer you target: **owned metrics, vocabulary, failure modes, buying committee.** The intelligence the six steps assume you already have.

getbuyerintel.ai →

80 free credits, no card required. Run live calls against the persona, then write the post.