

Zero LinkedIn Deals

to six-figure inbound contracts in 8 months.

How the CEO of a Global Lean Consulting Firm Went from 3,000 Connections and No Content to Multiple Six-Figure Deals—with a 75% Close Rate—Using a Structured LinkedIn Visibility System

6-Figure Multiple Inbound Contracts	75% Close Rate on Inbound	<8 mo. From Zero Content to Consistent Deals
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The Challenge

The CEO had built something most consultants never achieve: a global lean consulting practice with a client roster that included Nike, Kroger, and Toyota. His reputation in the industry was spotless. His expertise was deep. None of that was in question.

What was in question was where the next five years of growth would come from. His entire pipeline depended on two sources: referrals and Google PPC ads. Both had served him well, but both had ceilings. Referrals are unpredictable—you can’t control when they arrive or who they bring. PPC requires constant spend and competes against every other consulting firm bidding on the same keywords.

LinkedIn wasn’t even on the radar. He had roughly 3,000 connections, no content history, no videos, no newsletter, no live events—nothing. As he put it later, his initial thinking was casual at best.

“I thought, yeah, we ought to get in that social media game. Ought to say a few things... we should be doing that. Never thought it would be hitting the way it is.”
— CEO, Global Lean Consulting Group

He wasn’t skeptical of LinkedIn specifically. He simply hadn’t considered that a platform associated with job seekers and motivational posts could be a serious business development channel for enterprise-level consulting engagements. That assumption was about to be tested.

The Goal

The objective was straightforward: take a CEO with deep expertise, zero digital presence, and a network of 3,000 mostly dormant connections—and turn LinkedIn into a predictable source of high-value inbound consulting engagements. Not leads. Not followers. Signed contracts.

But there was a second, subtler goal. This CEO had spent decades building relationships in person. Many of his 3,000 connections were senior executives and operations leaders he’d met over the years—people who respected him but hadn’t heard from him recently, and who had since moved into higher-authority decision-making roles. A consistent LinkedIn presence would re-activate those dormant relationships, putting him back in front of people who already trusted him but hadn’t thought of him lately.

The Strategy: A Phased LinkedIn Visibility System

We didn’t try to do everything at once. The strategy was deliberately phased, building assets and audience in a sequence that let each piece of content reinforce the next.

1. Profile Repositioning

Before publishing a single piece of content, we rebuilt his LinkedIn profile from the ground up. His headline was rewritten to speak directly to the operations leaders and C-suite executives who hire lean consultants—not to describe his resume. His About section was restructured around client outcomes, not credentials. Featured content slots were reserved for the assets we were about to create.

2. Twice-Monthly LinkedIn Newsletter

We launched a newsletter focused on lean operations and continuous improvement—topics that his ideal clients actively think about. The publishing cadence was twice per month, deliberately chosen to maintain consistent visibility without overwhelming a CEO who was also running a consulting practice. Each edition was designed to demonstrate expertise on a specific problem his prospects face, creating the impression that this was the person they should be working with.

3. Monthly LinkedIn Live Events

Once the newsletter established a baseline of content, we added monthly LinkedIn Live sessions. These served a dual purpose: they gave prospects and dormant connections a reason to engage in real time, and they created a growing library of video content that could be repurposed into shorter clips and posts. Live video does something written content cannot—it builds familiarity. When a prospect eventually gets on a sales call, they already feel like they know the person.

4. Consistent Posting (3–4x Per Week by Day 90)

By the 90-day mark, enough raw material existed from live events and newsletters to support 3–4 LinkedIn posts per week. This wasn’t content created from scratch—it was strategically repurposed from the assets he’d already built, making the cadence sustainable. The posts maintained daily visibility between newsletter editions and live events, keeping him in front of his audience consistently without requiring a content team.

The Results

Metric	Before (Jan 2025)	After (8 Months)
LinkedIn content	Zero—no posts, no videos, no newsletter	Newsletter + Live + 3–4 posts/week
Deals closed from LinkedIn	None—ever	Multiple six-figure inbound contracts
Close rate on inbound	N/A	75%
Lead sources	Referrals + Google PPC only	LinkedIn inbound as primary new channel
Dormant network	3,000 silent connections	Re-activated—sourced ~50% of deals
Time to first inbound leads	N/A	90 days

Within 90 days of launching, inbound leads began arriving. By the eight-month mark, the CEO had closed multiple six-figure consulting engagements—some of which were multiple six figures—entirely through LinkedIn. The close rate on these inbound conversations was 75%, dramatically higher than any outbound or PPC-generated lead.

The source of the deals was equally revealing. Roughly half came from old connections—people already in his network who had seen his content, been reminded of his expertise, and had since moved into roles with budget authority. The other half came from entirely new connections who discovered him through his posts, videos, and newsletter editions. In both cases, the content had done the heavy lifting before the sales conversation even started.

“You know what’s funny? The deals feel like in the conversation that we’ve already spoken before.”

— CEO, Global Lean Consulting Group

Why This Worked

This CEO didn’t need to learn how to sell. He had decades of case studies, communication skills, and genuine credibility. What he lacked was visibility—a way to put that expertise in front of the right people at scale, consistently, without relying on referrals or ad spend. Three factors made the difference:

The Phased Approach Prevented Burnout

Most executives abandon LinkedIn because they try to do everything on day one: post daily, launch a newsletter, host live events, record videos. We sequenced the work so each phase was manageable. The newsletter came first. Live events came second. High-frequency posting came last—after there was enough raw material to sustain it through repurposing, not creation from scratch.

Live Video Collapsed the Sales Cycle

Written content builds authority. Video builds familiarity. When a prospect has watched someone speak on camera for months, the first sales call feels like a continuation of an existing relationship rather than a cold introduction. That’s why the close rate was 75%—by the time prospects reached out, the trust was already established.

Content Re-Activated a Dormant Network

The CEO’s 3,000 connections weren’t strangers—they were senior executives he’d built real relationships with over decades. Many had moved into higher-authority roles since they’d last been in touch. Consistent content gave those dormant connections a reason to re-engage, and half the closed deals came directly from this reactivated network. The content didn’t create trust from scratch; it reminded people of trust that already existed.

“It’s everything that we’ve never done and far, far exceeds what I thought was even possible.”

— CEO, Global Lean Consulting Group

What’s Next: Scaling the System

The LinkedIn visibility system has proven that enterprise-level consulting deals can be generated through organic content. The next phase focuses on amplifying what’s already working:

Expanding the live event format to include guest interviews with operations leaders and past clients, broadening reach while deepening credibility through third-party endorsement.

Building a video clip library from existing live sessions to fuel a higher posting cadence and provide evergreen content that continues generating impressions months after the original event.

Optimizing newsletter-to-conversation pathways to reduce the time between a reader’s first engagement and a sales conversation, capturing intent while it’s fresh.

MAKE THEM

chase you.

This CEO went from zero LinkedIn presence to multiple six-figure inbound contracts in under eight months. He didn’t need a bigger network or a marketing team. He needed a structured system that put his expertise in front of the right people, consistently. If you’re an expert sitting on decades of credibility with no visibility to match, the same approach can work for you.

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