

From Cold Outreach

to \$200K in inbound revenue.

How a Recruitment Firm Founder Used a Targeted LinkedIn Newsletter Strategy to Generate Inbound Deals and Make Every Outbound Touch More Effective

\$200K+ Inbound Revenue in Q1 2025	18 mo. From Launch to Consistent Inbound	2x Impact: Inbound + Stronger Outbound
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The Challenge

Jayce Graye had the credentials. A former top-performing sales rep for Grant Cardone, he'd launched his own recruitment consultancy specializing in placing elite sales talent for companies that rely on commission-based teams. He was good at what he did. But his pipeline had a structural problem.

His entire business ran on outbound prospecting—cold calls, cold emails, cold LinkedIn messages. Every month started at zero. There was no compounding effect, no system pulling qualified prospects toward him. And when he did reach out to someone cold, there was nothing substantial for them to find when they searched his name. No content library, no visible authority, no reason to trust him over the next recruiter in their inbox.

The problem ran deeper than client acquisition. As a recruiter, Jayce also needed top-tier candidates to respond to him. Without a visible brand and content presence, his candidate outreach suffered from the same credibility gap—strong sales talent had no reason to prioritize his messages over anyone else's.

Jayce didn't need more hustle. He needed a content foundation that would work in two directions: pulling inbound leads toward him while simultaneously making every outbound touch—to clients and candidates alike—more effective. That's what brought him to me in late 2023.

The Goal: A Two-Fold Content Strategy

Most people think of content as either an inbound play or a branding exercise. We designed Jayce's strategy to function as both simultaneously.

Fold 1: Generate Inbound Leads Directly

The first objective was straightforward—build a content engine that attracts qualified, high-ticket clients without outbound effort. We wanted decision-makers who hire sales teams to find Jayce, consume his content, and reach out on their own.

Fold 2: Raise the Baseline of Trust for All Outreach

The second objective was subtler but equally important. Jayce wasn't going to stop doing outbound entirely—but we wanted every cold message, every outreach email, and every first touchpoint to land differently. When a prospect received a cold message from Jayce and searched his name, we wanted them to find a deep library of expert content that immediately established credibility. Instead of starting from zero trust, every outbound conversation would begin from a higher baseline.

This same dynamic applied on the candidate side. As a recruiter, Jayce's ability to attract top-tier sales talent depended on his perceived authority. A strong content presence meant better response rates from candidates, access to a higher caliber talent pool, and ultimately better placements for his clients.

The Strategy: A Four-Part LinkedIn Content System

Rather than chasing follower counts or posting for engagement metrics, we built a system optimized for two outcomes: attracting inbound leads from decision-makers who hire sales teams, and creating a body of work that would make Jayce's name synonymous with sales recruiting expertise whenever anyone—client or candidate—searched for him.

1. Profile Repositioning

We overhauled Jayce's LinkedIn profile from the ground up. His headline was rewritten to speak directly to business owners and sales leaders who hire commission-only reps—the exact audience he wanted to serve. His About section was restructured around outcomes, not credentials. Featured content was curated to showcase his expertise in solving real hiring problems, not just display a portfolio.

2. A Strategically Named Newsletter

This was the centerpiece. We launched "Recruiting Top Sales Talent," a LinkedIn newsletter whose name was chosen deliberately to match the exact search terms and pain points of his ideal client. Every edition addressed a specific challenge that sales leaders face when building teams—topics like comp structure mistakes, red flags in sales interviews, and what top-performing reps actually look for in a role. Each issue was designed not just to inform, but to make the reader think, "This is the person I should be working with."

3. SEO Spillover Beyond LinkedIn

Within six months of consistent weekly publishing, Jayce's newsletter editions began ranking on Google for relevant recruiting and sales hiring keywords. This meant prospects who had never encountered him on LinkedIn were finding him through organic search—an entirely separate acquisition channel that required no additional effort beyond the content he was already creating.

4. Consistency as a Compounding Mechanism

The real unlock wasn't any single edition. It was the compounding effect of showing up every week with relevant, well-positioned content. Around the six-month mark, inbound inquiries started arriving regularly. By month twelve, the newsletter had become the primary driver of new business. Each new subscriber expanded the reach of every future edition, creating a flywheel effect.

The Results

Metric	Before (Late 2023)	After (Q1 2025)
Primary lead source	Cold outbound only	Inbound + stronger outbound
Outbound credibility	No content to find on search	Deep content library builds instant trust
Candidate response quality	Standard cold recruiter outreach	Higher replies, better talent pool
Quarterly inbound revenue	\$0	\$200,000+

Largest single contract	N/A	\$100K–\$150K
Google discoverability	None	Ranking for key recruiting terms

In Q1 2025 alone, Jayce closed over \$200,000 in inbound revenue—including a \$50,000 contract signed directly from a newsletter-generated lead and a second deal valued between \$100,000 and \$150,000. But the revenue number only tells half the story. His outbound outreach now lands in a completely different context: when prospects search his name, they find a library of expert content that does the trust-building before the first conversation even happens. The same effect applies to candidate recruitment—top sales talent is far more likely to engage with a recruiter they can see is a genuine authority in the space.

“Our newsletters are killing it. We already generated one contract for 50 grand and we just clocked in another contract which minimum value—we’re looking at about 100, 150,000. \$200,000 already to start 2025. All thanks to you.”

— Jayce Grayye, Founder — March 8, 2025

Why This Worked

There’s no shortage of people posting on LinkedIn. What made this case different wasn’t volume—it was precision. Four principles drove the outcome:

The Newsletter Was Named for the Buyer, Not the Creator

“Recruiting Top Sales Talent” isn’t a personal brand play. It’s a keyword-rich, problem-specific title that self-selects the right audience. Every subscriber opted in because the topic was directly relevant to their business need. That’s a fundamentally different starting point than a generic thought leadership newsletter.

Content Was Designed to Convert, Not Just Engage

Each edition tackled a specific pain point that Jayce’s ideal client actually faces. The goal was never virality. It was to have a sales leader read an edition and think, “I need to talk to this person.” The content served as both proof of expertise and a soft qualifying mechanism—readers who engaged deeply were already pre-sold by the time they reached out.

Consistency Created Compounding Returns

Weekly publishing built trust over time and expanded the subscriber base with every edition. Each new subscriber meant the next edition reached more people. After twelve months, the newsletter wasn’t just a content channel—it was a self-reinforcing business development engine.

Content Became a Trust Layer for All Outreach

The most overlooked result wasn’t inbound at all. It was the transformation of Jayce’s outbound effectiveness. When he reached out cold to a prospect or a candidate, they’d search his name and find dozens of newsletter editions demonstrating deep expertise in exactly the problem they needed solved. That content did the heavy lifting of credibility before Jayce ever got on a call. The same library that attracted inbound leads also made every outbound touchpoint convert at a higher rate—and gave him access to better candidates, which meant better placements and stronger client results.

What’s Next: Scaling Beyond the Newsletter

The newsletter system has proven that Jayce’s audience responds to strategic content. The next phase focuses on amplifying that foundation across additional formats:

Increasing LinkedIn post frequency to maintain daily visibility between weekly newsletter editions, reinforcing top-of-mind awareness with his subscriber base.

Adding LinkedIn Live and short-form video to deepen trust and credibility. Written content establishes authority; video creates familiarity and accelerates the sales conversation.

Repurposing newsletter content into multiple formats — carousels, standalone posts, email sequences—to extract more value from each edition and reach prospects across different consumption preferences.

Optimizing lead nurturing workflows to reduce the gap between first inbound contact and signed contract, converting more of the warm leads the newsletter generates.

MAKE THEM *chase you.*

Jayce’s results came from a structured, strategic approach to LinkedIn content—not luck, not algorithms, not posting more. The same system that generated \$200K in inbound revenue also made his outbound outreach and candidate recruitment dramatically more effective.

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