



## Lead Generation & LinkedIn Strategy

### Lead Sourcing System

Tools · ICP filters · weekly ritual

### LinkedIn Content Strategy

Voice · pillars · 90-day plan

Communication Intelligence Platform | Founder-Led | [klearcomm.ai](https://klearcomm.ai)

Version 1.0 | Confidential | For Internal Use Only | Vibrantec Inc., Chicago IL

# 01 — Lead Sourcing System

A repeatable weekly process for finding net-new ICP-matched leads every week

Your 27-prospect list is a starting point, not a pipeline. A healthy outbound motion requires 15-20 new ICP-qualified leads entering the system every week. This section gives you the exact tool stack, search filters, and weekly ritual to make that repeatable.

## The Tool Stack

Tool	Cost	Action	What It Does
<b>LinkedIn Sales Navigator</b>	\$99/mo	<b>Get now</b>	Filter CEOs, Founders, and Exec Directors by title, industry, company size, and geography. The most important tool in your stack.
<b>Apollo.io (free)</b>	Free	<b>Get now</b>	Enrich Sales Nav leads with verified emails and phone numbers. Export to HubSpot. Upgrade to paid (\$49/mo) when you're sourcing 20+ leads/week.
<b>HubSpot CRM</b>	\$60/mo	<i>Already recommended</i>	System of record. All leads import here, get tagged by vertical and persona, and enter sequences.

## Sales Navigator Search Filters by Vertical

Save each of these as a named search in Sales Navigator. Re-run weekly with one click.

Sales Navigator Filters · Manufacturing / CPG	
<b>Job Titles</b>	CEO, Founder, President, COO, Owner
<b>Industries</b>	Manufacturing, Consumer Goods, Food & Beverages, Industrial Automation
<b>Company Size</b>	51-500 employees
<b>Geography</b>	Midwest US first (IL, WI, IN, MI, OH) — expand nationally as pipeline fills
<b>Keywords</b>	DISC, team culture, sales performance, communication, behavioral science
<b>Seniority</b>	Owner, C-Suite, VP

### Sales Navigator Filters · Insurance

Job Titles	CEO, President, Managing Partner, Principal, Broker/Owner
Industries	Insurance, Financial Services
Company Size	11-200 employees
Geography	Midwest US first — expand to national once reference customers exist
Keywords	independent agency, personality assessment, DISC, PI, Gradient AI, team development
Seniority	Owner, C-Suite, Partner

### Sales Navigator Filters · Consumer Services — Franchise

Job Titles	CEO, President, Franchise Owner, VP of Operations, COO
Industries	Consumer Services, Automotive, Retail, Facilities Services
Company Size	201-1000 employees (franchise HQ)
Geography	National — franchise operators exist everywhere
Keywords	franchise, multi-location, field team, frontline, SOP, communication standards
Seniority	Owner, C-Suite, VP, Director

### Sales Navigator Filters · Mortgage & Real Estate

Job Titles	CEO, President, Franchise Owner, VP of Operations, COO
Industries	Consumer Services, Automotive, Retail, Facilities Services
Company Size	201-1000 employees (franchise HQ)
Geography	National — franchise operators exist everywhere
Keywords	franchise, multi-location, field team, frontline, SOP, communication standards
Seniority	Owner, C-Suite, VP, Director

## The Weekly Lead Sourcing Ritual

A structured 2-hour block every Monday morning. The goal: 15-20 qualified leads in HubSpot before Tuesday's outreach begins. Same structure every week — no improvisation.

Time	Task	What Happens
0:00-0:15	Pipeline review	Open HubSpot. Review where last week's leads have moved. Flag any replies needing a personal response. Log anything urgent before starting new sourcing.
0:15-0:45	Sales Nav search	Run this week's saved search (rotate verticals weekly). Flag 20-25 best matches based on title, company size, and profile signals — recent posts, job changes, trigger events.
0:45-1:15	Apollo enrichment	Take flagged leads into Apollo. Find verified emails and phone numbers. Export a CSV: First Name, Last Name, Title, Company, Email, Phone, LinkedIn URL, Vertical.
1:15-1:45	HubSpot import	Import CSV into HubSpot. Tag every contact: Vertical, Buyer Persona, Lead Source. Assign to the appropriate sequence. Target: 15-20 contacts ready to enter sequences.
1:45-2:00	Weekly note	One paragraph: how many leads sourced, which vertical, any standout prospects to personalize, and any trigger events noticed in search results.

## Vertical Rotation Schedule

Week 1: Manufacturing / CPG

Week 2: Insurance

Week 3: Consumer Services — Franchise

Week 4: Mortgage & Real Estate

Repeat monthly. After 90 days, weight sourcing toward the best-converting vertical — but never drop one entirely.

## Trigger Events to Prioritize

A company that just posted multiple open roles (scaling = communication friction incoming)

A CEO who recently posted about team culture, communication, or hiring challenges

A company that just made an acquisition or announced expansion into a new market

A franchise brand that just added locations or hit a growth milestone

A post referencing DISC, personality tools, or behavioral science — they already believe

## Lead Quality Gate — Green Light

Title matches one of the five buyer personas

Company size 50-500 employees (20-150 for insurance/real estate)

Industry matches one of the four target verticals

Active on LinkedIn in the last 90 days

Midwest geography for initial focus (national for franchise)

## Lead Quality Gate — Do Not Add

Solo operator or under 10 employees

Large enterprise (1000+ employees) — wrong procurement cycle

Mid-level title only with no economic buyer access

Industry outside the four target verticals

LinkedIn profile inactive for 6+ months

## 02 — LinkedIn Content Strategy

An always-on presence that warms prospects before your first email ever lands

The goal of this strategy is not followers or likes. It's to make sure that when a prospect receives a KlearComm cold email, they already know who you are and respect what you think. That changes your reply rate more than any subject line ever will.

### The Credibility Asset

Most early-stage SaaS companies post about their product. You get to post about behavioral science, psychology, and communication — subjects with genuine depth, academic credibility, and universal relevance to every buyer persona you're targeting.

A PhD in psychology posting about why communication breaks down in growing companies is not a sales pitch. It's thought leadership. The partners own the most insight-heavy content — their voice carries credibility that no marketing budget can replicate. Your voice as founder adds the operator and builder perspective.

Together the three profiles cover the full spectrum: the science (Partner PhD), the application (Partner Consultant), and the business case (Founder).

## Three Profiles — One Coordinated Strategy

<b>Founder</b>	Operator and builder. Posts about scaling, sales lessons, founder decisions, behind-the-scenes of building KlearComm, customer wins. Grounded in what is real right now.
<b>Partner (PhD)</b>	Behavioral scientist and researcher. Posts about the psychology of communication, why frameworks work and where they fail, research-backed insights for business leaders. Academic credibility.
<b>Partner (Consultant)</b>	Practitioner and coach. Posts about real stories from the field, what communication breakdown looks like inside a company, the gap between theory and application. Story-driven and practical.

## Five Content Pillars

Every post fits one of five pillars. The rule: no more than 1 in 5 posts mentions KlearComm directly. You are building trust, not running ads.

<b>1 — Insight</b>	A short observation that reframes how the reader thinks about communication or behavioral science. 3-5 lines. Punchy. No fluff.
<b>2 — Story</b>	A real situation — anonymized if needed — with a lesson at the end. 8-12 lines. The best posts on LinkedIn are stories. The partners have decades of them.
<b>3 — Data / Research</b>	A statistic or research finding, explained and contextualized. Leads with the number. Ends with the implication. The PhD's home turf.
<b>4 — Contrarian Take</b>	A direct challenge to conventional wisdom about communication, DISC, personality tools, or management. Respectful but clear. Generates comments and shares from the right people.
<b>5 — Behind the Scenes</b>	Founder-led. The honest reality of building KlearComm — what you're learning, what surprised you, what a customer said that changed how you think. Human and specific.

## Post Anatomy

<b>Hook (Line 1)</b>	The single most important line. Must stop the scroll. Bold statement, provocative question, or a number. Never start with 'I' or 'We.' This is what people read before clicking 'see more.'
<b>Body</b>	Short paragraphs — max 2 lines each. White space is not wasted space on LinkedIn. Dense blocks get scrolled past.
<b>The Turn</b>	The moment the insight lands. Usually 2/3 through the post. 'Here is what this actually means.' Every good post has one.
<b>CTA</b>	One clear, specific action. Not 'like and share.' Ask a real question. Invite a reply. Make it conversational.
<b>No Links in Body</b>	LinkedIn suppresses posts with external links. Put links in the first comment — not the post body.

## Posting Cadence

<b>Months 1-2</b>	2 posts per week across all three profiles. Build the habit before optimizing. Minimum: one Insight post and one Story post per week.
<b>Months 3-4</b>	3 posts per week. Test all five pillars. Note which formats attract engagement from CEOs and founders — not just general LinkedIn audience.
<b>Month 5+</b>	4-5 posts per week. By now you know what works. Double down on it.
<b>Non-negotiable</b>	Consistency beats frequency. Two posts every week outperforms eight posts one week and silence for three weeks after.

## 90-Day Content Plan — 24 Posts Ready to Write

Each post below includes the hook, format, pillar, and suggested author. Write the full body from the hook. Follow the post anatomy structure above.

## Month 1 — Weeks 1-4

### Week 1

Post 1 · Insight · Short post · Founder

**Hook:**

Most communication training fails within 48 hours. Here is the one thing that actually changes behavior.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Which part of your communication training stuck and which part did not? Reply below.

Post 2 · Data · Stat-led post · Partner (PhD)

**Hook:**

Your team spends 20-30% of their time clarifying miscommunications. Here is what the research says about why.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Has this matched your experience? What does communication friction cost your team?

## Week 2

Post 3 · Story · Story post · Partner (Consultant)

**Hook:**

A CEO called me because his best sales rep just lost their third major account in a row. It had nothing to do with the product.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Have you seen this pattern? DM me. I would love to hear your version.

Post 4 · Behind the Scenes · Builder post · Founder

**Hook:**

We started KlearComm because we kept seeing the same one trillion dollar problem in every company we worked with. Here is what we actually saw.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

If this resonates with a challenge you are facing, I would love to connect.

## Week 3

Post 5 · Contrarian · Opinion post · Partner (PhD)

Hook:

DISC is not the problem. The way companies use it is. An unpopular opinion from someone who has spent a career studying behavioral science.

Body:

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

CTA:

Disagree? I want to hear it. What has worked for you with personality assessments?

Post 6 · Insight · Short post · Partner (Consultant)

Hook:

The gap between knowing someone's communication style and knowing what to say to them right now is where most personality tools fall apart.

Body:

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

CTA:

Does your team actually apply what they learn from DISC? Genuinely curious.

## Week 4

Post 7 · Story · Story post · Founder

**Hook:**

A franchise operator with 200+ locations told me: I have an SOP for everything except how my people talk to customers. We fixed that.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

What is the communication challenge in your business that you have not been able to systematize yet?

Post 8 · Data · Stat-led post · Partner (PhD)

**Hook:**

Research shows 70% of workplace conflict is caused by communication style mismatch, not disagreement on substance. Here is what that means for your team.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Has this shown up in your organization? I would love to hear a specific example.

## Month 2 — Weeks 5-8

### Week 5

Post 9 · Story · Story post · Partner (Consultant)

**Hook:**

I spent 20 years as a consultant watching the same pattern repeat: brilliant people, terrible communication, expensive consequences. Here is the one thing that changed it.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

What is the most expensive communication mistake you have witnessed in a business?

Post 10 · Insight · Short post · Founder

**Hook:**

The best sales reps do not try harder. They adapt faster. Here is the difference.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

What separates your top performer from everyone else on your team?

## Week 6

Post 11 · Insight · Short post · Partner (PhD)

**Hook:**

Your brain processes personality differences in under 200 milliseconds. The problem is what happens in the next 30 seconds.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Does your team have a system for what happens after that first impression?

Post 12 · Behind the Scenes · Builder post · Founder

**Hook:**

We just finished our first 90 days of outbound for KlearComm. Here is what surprised us about how CEOs talk about communication.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

If you are a founder who has tried to solve team communication, I would love to compare notes.

## Week 7

Post 13 · Story · Story post · Partner (Consultant)

**Hook:**

An insurance broker told me: We invested in personality profiles for our whole team and then did absolutely nothing with them. Sound familiar?

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Have you made a similar investment that did not pay off the way you hoped? What happened?

Post 14 · Contrarian · Opinion post · Partner (PhD)

**Hook:**

Emotional intelligence training is having a moment. Here is why it misses the most important part of how people actually communicate.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Does EQ training actually change behavior in your experience?

## Week 8

Post 15 · Social Proof · Result post · Founder

**Hook:**

A manufacturing CEO told us something after his first 30 days with KlearComm that we did not expect to hear. Here is what changed.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

If you are running a field-based team and communication consistency is a challenge, I would love to show you what this looks like in practice.

Post 16 · Insight · Short post · Partner (Consultant)

**Hook:**

New employees do not fail because they lack skill. They fail because no one taught them how this specific team communicates.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

What does your onboarding process do to teach communication culture?

## Month 3 — Weeks 9-12

### Week 9

Post 17 · Data · Stat-led post · Partner (PhD)

**Hook:**

The average company spends \$1,500 per employee on communication training. Less than 10% of it changes daily behavior. Here is the research on why.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

What would it mean for your business if even 20% of that training actually stuck?

Post 18 · Story · Story post · Founder

**Hook:**

I asked a room of 20 CEOs how many had done DISC with their teams. Every hand went up. I asked how many felt it changed daily communication. Two hands.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Which camp are you in? And what did you do about it?

## Week 10

Post 19 · Insight · Short post · Partner (Consultant)

**Hook:**

Communication compliance is the conversation no one in your industry wants to have until it is too late.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Have you had a situation where an employee said something to a client they should not have? How did you handle it?

Post 20 · Story · Story post · Partner (PhD)

**Hook:**

I once worked with a sales team where the top producer and the lowest producer were identical on every personality metric. The difference was one behavior. Here is what it was.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

What is the one behavior that separates your best people from the rest?

## Week 11

Post 21 · Behind the Scenes · Builder post · Founder

**Hook:**

Building a company when two of your co-founders have PhDs in psychology and decades of behavioral science experience is a specific kind of advantage. Here is how we use it.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

If you are building in the behavioral science or HR tech space, I would love to compare notes.

Post 22 · Social Proof · Result post · Partner (Consultant)

**Hook:**

A real estate brokerage we work with cut their agent ramp time significantly in the first 60 days. Here is what changed and what did not.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

If agent ramp time and communication consistency are challenges in your brokerage, I would love to show you what this looks like.

## Week 12

Post 23 · Contrarian · Opinion post · Partner (PhD)

**Hook:**

The personality assessment industry has a two billion dollar problem. It sells insight. But insight without application is just an expensive personality quiz.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

Has personality data ever actually changed the way your team behaves? I want the honest answer.

Post 24 · Insight · Short post · Founder

**Hook:**

The best marketing KlearComm will ever do is a founder who understands communication science sharing what they know. Here is what we are building toward.

**Body:**

[Write 6-10 lines expanding on this hook. Short paragraphs, max 2 lines each. Build to a clear insight before the CTA.]

**CTA:**

If you are following our journey, thank you. If you are working through a communication challenge, reach out. Genuinely happy to help.

## Profile Optimization — All Three Profiles

Set these up before posting. When a prospect visits your profile after a cold email, it needs to convert them.

<b>Headline</b>	Do not use job title. Use a value statement. Example: 'Helping growing teams communicate like their best people — every day, not just on training day.'
<b>Banner</b>	Consistent across all three profiles. KlearComm branded. Navy background, logo, one-line value prop.
<b>About Section</b>	First 2 lines are the hook — visible before 'see more.' Lead with the problem you solve. Credentials go in paragraph 2.
<b>Featured Section</b>	Pin your best post, a case study (once available), and a link to book a 15-minute call. These three items are the conversion path for profile visitors.
<b>No Links in Posts</b>	LinkedIn suppresses posts with external links. Always put links in the first comment, not the post body.
<b>Cross-Reference</b>	All three profiles should reference KlearComm and link to each other. When a prospect finds one of you, they should find all three.