

4 plays that bring **buyers** to you

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Most founders post, collect a few likes and hear nothing. The fix is not posting more. It is changing where you show up and what you say. Each play takes under 30 minutes a week.

The outlier comment

Most comments agree. "Great post" makes you invisible. A comment that adds a real angle gets seen by the author's whole audience, and the right people check your profile.

The move. Find a post getting traction where your buyers read. Pick one of three calls:

1. **Agree with a reason.** Add your own story or number. "So true" is wasted.
2. **Push back on the idea.** Give a real argument. Never attack the person.
3. **Bring the other angle.** Add what the crowd is missing.

The formula: your raw opinion, a light polish, your own voice. Take any one away and it goes flat.

EXAMPLE (ILLUSTRATIVE)

Post says "Cold outreach is dead." Comment: "True once you have an audience. At zero customers, outbound is how you get the first twenty who make the audience possible. Our first 15 demos came from DMs, before we posted anything."

Avoid. Vague praise. Pitching inside the comment. A forced contrarian take you do not believe. Reply to every response within 24 hours.

This week. Leave 5 comments on 2 or 3 posts your buyers read.

The mirror

Buyers have heard every claim. "We help SaaS teams grow faster" gets scrolled past. What stops them is seeing their exact situation described back to them.

EXAMPLE (ILLUSTRATIVE)

Common version: "We help B2B SaaS founders grow pipeline with a proven outbound system."

Mirror version: "You have a product people use and a pipeline that swings. One good month, then two quiet ones. Every fix depends on one person who does it their own way. If they left tomorrow, outbound would stop."

The move. Write for a moment, not a demographic. "Founder, 35 to 50, B2B" is a demographic. "Founder who just made a first sales hire and is afraid it was the wrong one" is a moment. Use their words, taken from reviews, comments and call notes. Name the feeling first, the solution second.

Three checks before you publish.

1. **Swap test.** Could a competitor put their name on this? Then it is too vague.
2. **Screenshot test.** Would a buyer send this to a co-founder saying "this is us"?
3. **Translation test.** Does the reader have to translate it into their situation? They should not.

This week. Rewrite your headline and the first two lines of About for one specific moment.

Borrowed attention

Most posts start from zero attention. Three plays plug into attention that already exists. Run one or two a week on top of your normal posts.

1. **React.** When a post in your niche blows up, post your own take with a screenshot or quote. Do it the same day or the next. A reaction to a three-day-old post is dead.
2. **Movement.** Name something your audience hates that keeps happening to them, and stand against it. Attack the practice, never a person. Build it around their pain, not your offer.
3. **Story.** A real moment, one insight, no pitch at the end. Open on the scene, name the tension, show what changed, land on one sentence they can keep.

Avoid. Pitching in the last three lines of a story. Using AI for the whole post. Your take is the point and the AI is only the editor. Running the same format every time.

This week. One reaction post and one story post. Note which one brings more profile views in 48 hours.

Follow-ups that add something

Most outreach dies after message one. In one tracked example, 36 percent replied and only 2 percent of those became a booked call, because nobody followed up.

The one rule. Never send “bumping this” or “checking in”. Every follow-up adds something new. If you have nothing new, it is not time yet.

Two buckets.

1. **Never replied:** up to 3 follow-ups, about a week apart. Then mark it dead and move on.
2. **Replied, then went quiet:** 3 to 5 follow-ups over a longer window. This is where most deals come from.

The default move: free help first. Give one small, specific, useful observation before you ask for anything.

EXAMPLE (ILLUSTRATIVE)

“Noticed your demo page asks for pricing details in the third paragraph. Moving the question higher usually lifts booked demos. Worth a test.”

Other options: “I had an idea” (share something that made you think of them), and a polite, easy next step for the second or third follow-up. Skip memes if you sell at a premium.

This week. List everyone who replied and went quiet. Send each one a follow-up that adds something.

Your first week

Mon Leave 5 outlier comments.

Tue Rewrite your headline for one specific moment.

Wed Post one reaction to something already going viral.

Thu List the people who went quiet and send each a follow-up that adds something.

Fri Post one story. Check which play brought profile views and DMs. Repeat that one.