MARKET MAESTRO

THE DO-IT-YOURSELF GUIDE

# The B2B LinkedIn Growth Playbook

The exact system behind roughly £130k of commercial tenders for our newest client in 45 days, and hundreds of commercial leads a year for the rest. Now laid out so you can run it yourself.

The same playbook we run for paying clients, **with nothing held back.**

START HERE

# Want the exact system we use to fill construction pipelines from LinkedIn?

Do you want the same system that put roughly **£130k of commercial tenders** in front of our newest client in just **45 days**? The one that brings our clients **hundreds of qualified commercial leads a year**, with no ads, no cold calling, and no chasing residential jobs?

It's all in here. Every step, nothing held back, the same playbook we run for paying clients, written so you can run it in-house.

**£12,000** /year

**That's what this system is worth.** You're holding the entire playbook, and you're getting it for free.

> ONE HONEST WARNING BEFORE YOU START
>
> **This works, but only as a system.** Not as a one-off burst of messages, not as a single profile tweak, not as "post when you feel like it." It works when the profile, the targeting, the outreach and the content all run together, consistently, for months. Cut corners and it quietly stops working.

## Who this is for

Decision-makers and the people around them at firms whose customer is **another business**: commercial and industrial contractors, fit-out, M&E, civils, roofing, decorating, groundworks, and the specialist subcontractors working on commercial or public-sector projects.

> THE ONE QUESTION THAT DECIDES EVERYTHING
>
> **Is your customer a person, or a business?** If you sell to homeowners, LinkedIn outreach is the wrong channel and this guide won't help you. If you sell to businesses, read on, this is built for you.

## The four moving parts

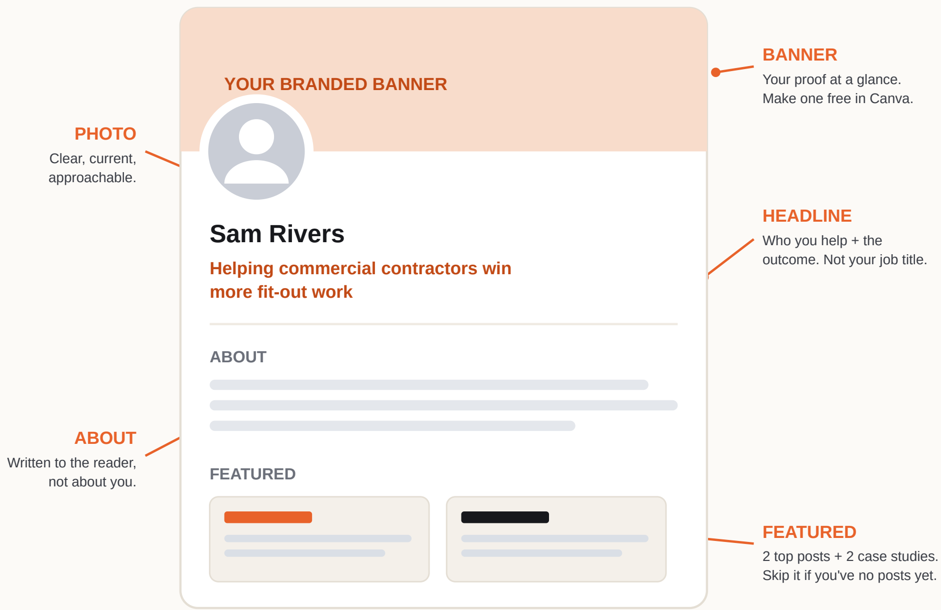
1. **A profile** that converts the attention you earn.
2. **Targeting** so you're only ever talking to real buyers.
3. **Outreach** that turns cold connections into calls, emails and tenders.
4. **Content** that warms your audience so the outreach lands.

We'll take them in order, add the tracking system that holds it all together, then give you the weekly schedule and the rules that keep your account safe.

PART 01 · THE FOUNDATION

# 01 Your profile is your conversion surface

Before anyone replies to a message or a post, they check your profile. A weak profile kills strong outreach, you'll get the click and lose the trust. Fix this first, before you send a single message. Here's what good looks like:




## Fix these, in order

- [ ] **Headline.** Not your job title. Use who you help plus the outcome you get them, for example "Helping commercial contractors win more fit-out work" beats "Managing Director at [Company]" every time.
- [ ] **Photo.** A clear, current, approachable headshot. Not a logo, not a site photo, not sunglasses.
- [ ] **Banner.** Your proof at a glance, a real project photo or a clean banner stating what you do and who for. You can make one for free in Canva in ten minutes.
- [ ] **About section.** Written to the reader, not about you. Structure it: who you help, the problem you solve, proof it works, a soft next step.
- [ ] **Featured section.** Pin your two highest-performing posts, then two case studies. If you don't have any posts yet, leave the Featured section off entirely rather than filling it with weak content.
- [ ] **Experience.** Lead with results and outcomes, not a list of duties.

PART 02 · TARGETING

# 02 Find & connect with the right people

This is where most people burn months, sending good messages to the wrong people. Get the list right and everything downstream gets easier.

> THE RULE THAT MATTERS MOST HERE
>
> **Don't worry if building your list is slow.** This is the most important part of the whole system, and time spent getting it right pays back many times over. Rushing it is the most expensive mistake you can make.

## Who to target

Aim wider than just the owner. Directors and owners, yes, but also **quantity surveyors, contracts managers, site managers, commercial managers and estimators,** the people who actually pull subcontractors and suppliers into projects.

## Who to skip

- **Purely residential firms.** Their buyer is a homeowner, wrong channel.
- **Labour-only subcontractors** with low deal value, the maths doesn't work.
- **Tender and framework-only businesses.** Their buying runs through procurement portals, not relationships, so outreach won't move them.
- **The very biggest names,** like Balfour Beatty, unless you're playing a long game. They're slow and hard to get onboard, so don't burn connections on them without good reason.

## The tools, and where to save money

**Skip Sales Navigator, get LinkedIn Premium instead.** None of our clients use Sales Navigator, and it saves them around £600 a year. Here's the quicker workflow we actually use:

1. Ask Claude to find companies that fit your ideal customer, and the kinds of roles worth targeting inside them.
2. Search those companies on LinkedIn, open the right people, and connect directly from there.
3. Because you've already checked the company, you know before you click that they're worth connecting with.

> TWO HABITS WE STICK TO
>
> **Never send a note with the connection request.** A clean request with no note gets accepted more often. And on volume: aim for roughly **100 to 200 connection requests a month.** Don't withdraw pending requests, just keep sending your fresh batch each week and let the old ones sit.

# 03 Turn connections into calls, emails & tenders

The goal of a message isn't always a phone call. Any one of these is a win:

- A **phone call.**
- An **email** that lets you start the onboarding process to get onto their supplier list.
- Them **sending you tenders** once you've sent your information over.

In practice, a good email thread tends to be every bit as valuable as a call. Don't force the call if the conversation is moving another useful way.

## How to open

Two rules, always: **start with "Hi [first name],"** and **open with a question.** The question should be relevant to them and to what you actually want from them.

## The structure, with a worked example

Say you're a commercial decorator. Here's the shape:

1. **Ask a question that fits their situation.** If the prospect's firm already does decorating in-house, ask whether they ever bring in extra capacity when they're overstretched.
2. **Say a line about you that answers your own question.** For example, that you come in to pick up overflow work when firms are at capacity.
3. **Make the ask, adjusted to who they are.** If they're a decision-maker, ask whether that's ever useful to them. If they're not, ask if they can point you to the right person at the firm to talk to.

## Following up

Wait **at least two days** before any follow-up. We prefer to wait a full week, then send one soft chaser, and after that, nothing. In this industry the thing that matters most is **not burning goodwill and not becoming a nuisance.** Your name and reputation travel, so protect them.

> **ALSO AVOID**
>
> Don't paste a wall-of-text pitch the second someone accepts. Don't send the exact same copy to everyone. Both kill your reply rate, and both look like a bot.

# 04 Build a Claude assistant to draft your messages

The key distinction: **you don't scale outreach by automating LinkedIn**, that gets you banned. You scale it by **drafting faster**, while staying the human who reviews and sends every message by hand.

## Set it up once

In Claude, create a **Project** and load it with context so it drafts like you, every time:

- Your business information: what you do, who you help, and your tone of voice.
- Your rules: always open with "Hi [first name]," always open with a question, keep it geography-neutral, one idea per message.
- A **"do not message" list:** people you already work with, existing clients, and anyone off-limits, so it never drafts to the wrong person.

## Then, for each prospect

When you find someone new to message, **copy their headline, their About section and their company** into the Project and ask it to draft the message. You get a tailored first draft in seconds, then you personalise and send it yourself.

```
# Paste this as your Claude Project instructions, then edit the [brackets]

You help me write short B2B LinkedIn outreach messages.

About me: I run [your company], a [what you do] serving
[who you serve, e.g. commercial contractors & trades].
My goal is a call, an onboarding email, or a tender.

Rules for every message:
- Always open with "Hi [first name],"
- Always open with a question relevant to them
- Keep it geography-neutral
- One idea only, kept short
- Then a line about me that answers the question
- Then the ask: is that useful, or who should I speak to?

Never draft to anyone on my do-not-contact list: [names].

When I paste a prospect's name, role, company, headline
and About section, draft ONE message following every rule.
```

**THE HUMAN SENDS. ALWAYS.**

Claude drafts, **you** send, by hand, from your own account. Never wire an AI or a bot directly into LinkedIn to send for you. See **Part 08, Staying safe,** for exactly why.

# 05 Track everything in a simple spreadsheet

If you take one thing from this guide, take this. A simple Excel or Google Sheet is what turns a pile of random messages into a pipeline. It's the difference between "I sent some messages" and "I have twelve live conversations and I know exactly what to do with each one."

WHY THIS IS THE MOST IMPORTANT PART

**Good leads don't usually die because they said no.** They die because someone lost track of them. Your tracker is what stops that, and it's what proves the whole system is working long before the deals land.

## The columns to keep

Keep it simple. One row per prospect, and these columns across the top:

| NAME | COMPANY | ROLE | CONNECTED | STAGE | NEXT ACTION | NOTES |
|---|---|---|---|---|---|---|
| **J. Marsh** | Fit-out Co | Contracts Mgr | 02 Jun | Call booked | Call, Thu 3pm | Needs overflow help |
| **S. Owens** | Build Ltd | QS | 28 May | Replied | Send info pack | Warm, keen |
| **D. Patel** | Civils Grp | Site Mgr | 21 May | Info sent | Chase in 1 wk | Onboarding started |
| **A. Cole** | M&E Group | Estimator | 19 May | Messaged | Wait 2 days | No reply yet |

## The stages, from first contact to won

Give every prospect one clear stage so you can see your whole pipeline at a glance: **Connected, Messaged, Replied, Call or email, Info sent, On supplier list or sending tenders, Won,** and **Dead.** Move them along as things happen.

## The numbers to review monthly

Once a month, add up the totals so you can see whether the machine is working: requests sent, how many accepted, how many replied, how many calls or emails, and how many turned into deals. Watch the ratios over time and lean into whatever's producing.

# 06 Content warms everything else up

Outreach opens doors. Content makes people trust you before you knock, so when your message lands they already know who you are. Over time it also pulls in inbound, so your pipeline stops depending only on you sending.

## How often to post

**Three posts a week, minimum, on weekdays.** Consistency beats volume every time. Three a week for a year will crush seven a week for a month. Pick a cadence you can actually sustain and never miss it.

## The three pillars, rotate through them

### 01 · Authority

Teach something. Show you understand their world and their problems better than the competition. Insights, how-tos, lessons from the job. This is what earns respect.

### 02 · Proof

Results, case studies, finished projects, numbers, testimonials. This is what earns belief. Show the work and what it produced, don't just claim you're good.

### 03 · Human

You, your story, your opinions, behind the scenes. This is what earns trust and makes people want to deal with **you**. People buy from people.

## How to make each post work harder

- **Write it yourself, by hand.** The human touch genuinely performs better on LinkedIn right now, because the feed is drowning in AI slop and people can feel the difference.
- **Tag the companies you mention.** On news posts or proof posts where you've worked with a firm, tag them, it pushes your post into their network and gives you real extra reach.
- **The first line is everything,** it's the hook that stops the scroll. Spend most of your effort there.
- **One idea per post,** and go easy on hard CTAs. Most posts just build trust.

# 07 The weekly schedule that runs it all

None of the above works in bursts. It works as a rhythm you don't break. Here's how we run the week.

## One day a week, your connection day

| TASK | WHAT IT MEANS |
|---|---|
| **Send all your requests** | Do the whole week's connection requests in one sitting. It takes a while, so don't plan to do much else on LinkedIn that day. |
| **Write & schedule 3 posts** | One from each content pillar, written by hand. |
| **Engage on 5-10 posts** | Thoughtful comments on prospects' posts, visibility without a DM. |

## Every day, a short session

| | |
|---|---|
| **Message everyone who accepted** | Work through new accepts. If you'd rather, you can batch this once a week instead. |
| **Reply to everything, fast** | Every comment on your posts and every reply to your messages, same day. Response time matters. |
| **Update your spreadsheet** | Keep the pipeline tidy so nobody falls through the cracks. This is the habit that makes the whole thing pay off. |

**BE HONEST WITH YOURSELF**

Read that back. A weekly connection-and-content day, plus a short daily session, plus a monthly review, for months before it fully compounds. The system is simple. Running it without dropping off is the hard part.

# 08 Staying safe on LinkedIn

Do everything else right and then get your account restricted, and you've lost the lot. A few simple habits keep you clear.

> **THE INSIGHT THAT CHANGES HOW YOU ACT**
>
> LinkedIn doesn't really detect "bots," it detects **behaviour patterns.** Fast, robotic actions look the same whether a human or a script does them. So the danger isn't just the tool you use, it's the **pattern** you create. Act like a bot and you'll be treated like one.

## The habits

- **Don't wire automation tools into LinkedIn.** Auto-connectors and auto-messagers are the fastest route to a ban. Not worth it.
- **Don't close a load of tabs in quick succession.** That rapid-fire pattern is exactly what looks automated.
- **Don't message extremely quickly.** Take your time. That doesn't mean you have to be slow, just not fast and robotic.
- **Personalise.** Identical copy sent at volume is a pattern LinkedIn recognises. Vary it.

> **FROM OUR OWN EXPERIENCE**
>
> We've sent 200 messages in a single day without any trouble. Beyond that we can't say, but that gives you a lot of headroom. Location has never been an issue for us either, so don't over-think that. And if LinkedIn ever gives you a warning, just **take a day or two off** and then ease back in.

THE HONEST BIT

# So, is it worth doing yourself?

Genuinely, it can be. Everything you need is in this guide, nothing held back. If you've got the time and the discipline, run it and it will work.

But look honestly at what it takes: a profile dialled in, a full connection day every week, messaging every new connection, replying to everyone same-day, three posts a week written by hand, commenting on prospects' content, following up without becoming a nuisance, and keeping your tracker current, every week, for months, before it compounds. And the moment it goes inconsistent, it stops working.

For most owner-directors, that's the real problem. Not the know-how, the **time and the discipline to run it, week in, week out.** That's the entire reason done-for-you exists.

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RATHER HAVE IT RUN FOR YOU?

## We do this every day.

We run the whole system, profile, targeting, outreach, tracking and content, for commercial construction and trades firms. Done properly, done consistently, done safely, so you can stay on the tools and let the leads come to you.

Book a no-pressure call and we'll show you exactly what it'd look like for your firm:

**Book a Call →**

Or head to **www.marketmaestro.co.uk**