THE SOCIAL SELLING OPERATING SYSTEM

The complete Identify → Connect → Engage → Add Value → Convert framework for building LinkedIn authority and consistent inbound pipeline.

42	5	Free
pages	step framework	to share

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INTRODUCTION

The Problem With Modern Outreach

AI has made the volume of B2B outreach infinite and the quality of most of it indistinguishable. Inboxes are full. The ambient noise has never been louder. And in that environment, the thing that cuts through is not a better subject line — it is a person. A recognizable, trusted, visible person with something real to say.

1–3%	8–12%	40–45%
Cold email response rate	Warm LinkedIn InMail rate	Signal-based warm outreach

This playbook documents the complete Social Selling Operating System — five steps, fully documented, with implementation checklists, scripts, and decision frameworks at every stage. Every framework has been deployed by executives who have used it to generate measurable pipeline from LinkedIn.

■ THE CORE INSIGHT

Social selling is not about being on LinkedIn. It is about being visible to the right people, consistently enough, with the right message, that when they have a problem you solve — they already know who you are. The Social Selling OS makes this happen deliberately, not randomly.

OLD APPROACH	THE NEW OS
✗ Reach out when you need a meeting	✓ Reach out when they show intent
✗ Lead with what you sell	✓ Lead with what you know
✗ Generic sequences to cold lists	✓ Warm signals → targeted outreach
✗ Hope for inbound	✓ Build the system that creates inbound

What You Will Get From This Playbook

Everything you need to implement the Social Selling OS from scratch — even if you have never posted consistently, never done social outbound, or currently have a profile that reads like a 2019 résumé.

WHAT'S INCLUDED

- ✓ 5-step framework with implementation checklist for each step
- ✓ Profile audit scorecard — rate yourself across all 5 profile dimensions
- ✓ Content pillar planning template — 90-day calendar format
- ✓ DM scripts for 3 outreach scenarios (post-engagement, inbound connection, re-engagement)
- ✓ Signal-based prospecting protocol + weekly 15-minute review cadence
- ✓ The weekly operating rhythm — what to do every Monday, every day, and every post

4 hrs	2–3 hrs	90 days
Profile rebuild (one time)	Weekly cadence ongoing	To first consistent inbound

STEP 1 OF 5

Identify Your Lane

Before you write a single post or update your profile, answer one question with precision: who specifically do you want in your audience, and why should they pay attention to you? The more precisely you define this, the more effectively every subsequent part of the system works.

THE THREE DECISIONS

1

Your ICP (Ideal Customer Profile)

Who exactly do you want in your orbit? Job title, industry, company stage, seniority level, and the specific pain they have that you solve. "B2B executives" is not an ICP. "VP of Sales at Series B SaaS companies who are hitting a plateau with outbound" is.

2

Your Authority Position

The one thing you are uniquely qualified to have a strong opinion about. Not what you do for clients — what you believe, what you have observed, what you know that most people in your space do not. This is the intellectual territory you will own.

3

Your Value Statement

In one sentence: I help [specific ICP] [achieve specific outcome] without [common frustration]. This becomes the core of your headline, your About section, and the implicit promise behind every piece of content.

■■ THE POSITIONING TRAP

Executives who try to appeal to everyone resonate with no one. LinkedIn rewards specificity. An executive who clearly speaks to one buyer type and one set of problems will outperform a generalist every time — even one with a larger existing network.

The Lane Definition Framework

Complete this before proceeding. These answers become the foundation for your profile, content, and outreach targeting.

My ICP is:

Job title + industry + company stage + specific problem they have

My authority position is:

The one non-obvious thing I can speak about with real credibility

My value statement is:

"I help [ICP] achieve [outcome] without [common frustration]"

My content will NOT cover:

List 3 topics to stay out of — to keep your lane tight

STEP 1 IMPLEMENTATION CHECKLIST

- ✓ Define your ICP at the individual level (title, industry, stage, pain)
- ✓ Write your authority position in one sentence
- ✓ Draft your value statement using the "I help [x] achieve [y] without [z]" structure
- ✓ List 3 topics you will explicitly stay out of
- ✓ Identify 10 people on LinkedIn who are your ideal audience and follow them now

STEP 2 OF 5

Build Your Authority Profile

Your LinkedIn profile is not a résumé. It is your most visible business asset — a 24/7 sales page that is either generating opportunities or silently costing you credibility every time someone visits it. The executives who get this right see 3–5× more profile views and far higher response rates on outreach — because the profile establishes authority before any message is read.

THE 5 SECTIONS THAT MATTER

HEADLINE: Your Value Proposition, Not Your Job Title

You have 220 characters. Use them to describe who you help and what outcome you drive. "VP of Sales at Meridian" is a business card. "Helping B2B SaaS companies build revenue engines that don't depend on cold outreach" is a value proposition. One gets clicked. One gets ignored.

ABOUT: Open With Their Problem, Not Your Past

Structure: (1) Provocative opening observation. (2) Your unique POV on it. (3) What you do and for whom. (4) A specific proof point. (5) Clear CTA. Five short paragraphs. White space matters. Write like a person, not a press release.

FEATURED: Your Curated Storefront

Three items max, rotated quarterly. Lead with your strongest piece of content. A good POV post, a media appearance or speaking clip, and a link to your best resource. Treat it like a homepage above the fold.

EXPERIENCE: Outcomes, Not Duties

Rewrite every bullet as: [Action] → [Specific Result]. "Built the SDR team from 4 to 28 in 18 months, increasing qualified pipeline by 340%." That is memorable. "Responsible for SDR team growth" is forgettable.

SKILLS: Specific and Current

Audit once a year. Remove anything that doesn't reflect current positioning. Specific > vague: "B2B Revenue Strategy" beats "Business Strategy." LinkedIn uses your skills as a search indexing signal.

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Profile Optimization: Additional Details

Profile Photo

Professional, clear face, high contrast background. Profiles with professional photos get 14× more views. If your current photo looks like a driver's license crop, replace it today.

Banner Image

Most executives leave the LinkedIn default. Use this space to reinforce your authority position — a clean design with your value statement or a speaking photo with white text on a blue gradient beats the grey default every time.

Custom URL

Claim a clean URL (linkedin.com/in/yourname). Easier to find. More professional in bios and email signatures.

Creator Mode

Enable if you plan to publish content regularly. Gives you follower analytics, hashtag following, and a more prominent Follow button.

Contact Info

Include an email or website. Prospects who want to reach you outside LinkedIn should not have to guess how.

STEP 2 IMPLEMENTATION CHECKLIST

- ✓ Rewrite headline as a value proposition
- ✓ Rewrite About section using the 5-paragraph structure
- ✓ Curate Featured section with 3 high-signal items, rotate quarterly
- ✓ Rewrite at least one experience description as [Action] → [Result]
- ✓ Audit and update Skills section with current, specific terms
- ✓ Upload a professional headshot if current photo is substandard
- ✓ Create a custom banner image reinforcing your authority position
- ✓ Claim your custom URL and enable Creator Mode

STEP 3 OF 5

Engage With Insights

Most executives treat LinkedIn as a one-way broadcast channel. The Social Selling OS treats engagement as a two-way activity: you produce content that attracts the right audience, and you actively engage with your target audience's content to build the familiarity that makes outreach possible.

THE 80/20 CONTENT RULE

80% of what you post should deliver value with no direct ask. 20% can be promotional. If those percentages are inverted, your audience will tune you out. This is not optional — it is how attention works. And LinkedIn's algorithm enforces it through engagement signals.

THE FOUR CONTENT PILLARS

1

Industry Lens (30%)

Your perspective on what is happening in your space — trends, what they mean, what most people are missing. POV posts, reactions with genuine analysis, predictions you will stand behind.

2

Practitioner's Playbook (40%)

How you actually do things. Frameworks, processes, tactical breakdowns. These get saved and shared because they are directly actionable. Your highest-value content for pipeline generation.

3

Lessons From the Trenches (20%)

First-person stories from real experience. Mistakes made, wins earned, decisions you'd make differently. Specific context, real stakes. Consistently the highest-engagement format on LinkedIn.

4

People & Culture (10%)

Team recognition, leadership principles, values-based takes. Attracts talent, reinforces employer brand, signals to prospects what kind of organization you run.

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The Posting Cadence

Start with two posts per week. Consistent twice-weekly posting for 90 days beats five posts a week for three weeks — every time. Consistency is the mechanism. Volume is irrelevant without it.

2×/wk	Post 60	5–10%
Minimum sustainable cadence	When network effect kicks in	Target engagement from ICP

Post Structure That Performs

The Hook — Line 1

Everything on mobile. The reader sees nothing else before "see more." Must create tension, curiosity, or recognition. Pattern-interrupt. Never start with "I" or "We."

The Body — Lines 2–8

Deliver the value. One to two sentences per line maximum. Short lines on LinkedIn are read. Wall-of-text posts are not. Use numbers or dashes to add scanability.

The Close — Last Line

A question that invites engagement, a direct takeaway that makes the post feel complete, or a CTA if this is your 20% promotional content. Do not trail off.

■ BATCHING STRATEGY

Many executives who maintain consistent schedules write 5–6 posts on Sunday morning and schedule them for the week. This removes daily friction and makes consistency sustainable even during heavy travel. LinkedIn's native scheduler, Buffer, or Hootsuite all work.

STEP 3 IMPLEMENTATION CHECKLIST

- ✓ Define your 3–4 content pillars aligned to your ICP's challenges
- ✓ Write your first 8 posts using the pillar framework (2 per pillar)
- ✓ Schedule them for the next 4 weeks at 2 posts per week
- ✓ Comment on 3–5 posts from your target audience daily (10 min/day)
- ✓ Track engagement rate by post type — adjust the mix every 30 days

STEP 4 OF 5

Add Value First

The most common outreach mistake is not bad copy — it is bad timing. Great copy sent to the wrong person at the wrong moment still fails. This step is about creating the context that makes outreach land, by building genuine familiarity before any ask is made.

The framework: the 3-Touchpoint Rule. Three meaningful interactions before any direct ask. Not three likes. Three genuine interactions that signal: "I have been paying attention to your work, I have something worth adding, and I care about this conversation more than the transaction."

OLD APPROACH	THE NEW OS
✗ Liking without commenting	✓ Substantive 2+ sentence comment
✗ Generic connection request	✓ Share with your genuine POV
✗ "Great post!" comments	✓ Extend the conversation
✗ Following passively	✓ DM that delivers value with no ask

THE 10–14 DAY WARM SEQUENCE

Days 1–3: Comment on a recent post

Find something published in the last two weeks. Read it fully. Leave a comment that references something specific they said and adds a related observation. Then follow them if not connected.

Days 5–8: Share or respond elsewhere

Either share one of their posts with your commentary, or find another place where they are active and engage there. Show up in more than one context.

Days 10–14: Connection request with context

Not the pitch. A personalized note: "I've been engaging with a few of your posts this week — your take on [X] resonated. I'd appreciate the connection." That is it.

Day 15+: Send the outreach message

Now the framing is different — you are a known entity asking for a natural next step. Reference something from the interactions. Ask for 20 minutes, not a demo.

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Scaling Without Losing Quality

Work a focused list of 15–25 target accounts at a time. Move through the sequence intentionally. Add new names as outreach goes out and conversations begin.

15–25	40%+	60–80
Accounts in active sequence	Warm response rate	Conversations per 90 days

■ THE FAKE TOUCHPOINTS MISTAKE

The rule only works if the touchpoints are genuine. Commenting the same sentence on 50 profiles a day to "build touchpoints" is cold outreach with extra steps. Authenticity is the entire point. One real touchpoint outperforms ten fake ones every time.

STEP 4 IMPLEMENTATION CHECKLIST

- ✓ Build your initial target list of 20 high-fit prospects
- ✓ Verify each has recent LinkedIn activity (last 30 days)
- ✓ Start the 3-touchpoint sequence for the first 10 accounts
- ✓ Calendar a reminder in 14 days to send connection requests
- ✓ After acceptance: draft outreach messages referencing the touchpoints
- ✓ Track response rates and optimize targeting based on what converts

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STEP 5 OF 5

Convert: The Conversation Engine

The Conversation Engine converts earned attention into warm pipeline conversations. Without Steps 1–4, this is just more cold outreach with a LinkedIn skin. With them, it is a system for consistently generating warm conversations at rates that make cold outreach look archaic.

SIGNAL-BASED PROSPECTING

Your LinkedIn analytics quietly reveal people interested in what you do every week. Profile visitors. Repeat engagers. Inbound connection requests from your ICP. Most executives never look at any of this. Here is how to use it systematically.

1

Signal #1: Profile View From Your ICP

Someone at a target-fit company visited your profile. Not random browsing — people look up profiles because they were referred, saw your content, or are actively researching. · Response window: 24–48 hours

2

Signal #2: Repeat Engager on Your Content

Someone who likes, comments, or shares your posts consistently — two or more times in a week. Demonstrated, repeated interest from a warm prospect. · Response window: Within 7 days

3

Signal #3: Inbound Connection From Target Account

They found you and connected. The dynamic has already flipped. Do not waste this with a generic welcome or a pitch sequence. · Response window: Same day

4

Signal #4: Substantive Comment on Your Post

A paragraph-length comment signals they care about this topic enough to contribute to it. Direct context for a highly personalized follow-up. · Response window: Same day

5

Signal #5: Post Save

They marked your post as worth returning to — a direct window into their current priorities. · Response window: Within 72 hrs

The Weekly Signal Review: 15 Minutes Every Monday

Signal-based prospecting only works if you review the signals regularly and act on them quickly.

1 — Open LinkedIn Analytics
Who viewed your profile in the last week? Cross-reference against your ICP criteria. Flag anyone who fits.

2 — Check Post Engagement
Who commented, shared, or reacted to your posts? Identify anyone who engaged with more than a one-word reaction and fits your ICP.

3 — Review New Followers & Connections
New follows or connection requests from target companies? Pull up their profile, note their recent activity.

4 — Build This Week's Outreach List
3–5 people, based entirely on the signals above. Each message should reference the signal contextually.

■ THE COMPOUNDING EFFECT

15 minutes of signal review per week consistently generates 12–20 warm conversations per month over 90 days — from executives who were previously generating zero from LinkedIn. The practice gets better as your content presence grows.

STEP 5 IMPLEMENTATION CHECKLIST

- ✓ Set a recurring Monday 15-minute block for your weekly signal review
- ✓ Bookmark your LinkedIn analytics dashboard
- ✓ Draft 3 signal-based outreach templates (profile view, repeat engager, inbound connection)
- ✓ Log each outreach: who, signal, date, response, outcome
- ✓ Review monthly — optimize based on which signals convert best

THE WEEKLY OPERATING CADENCE

The 2–3 Hour Week That Builds a Pipeline Engine

Everything collapses to a 2–3 hour weekly cadence once the system is running. Here is exactly what that looks like.

Day	Activity	Time	Purpose
Monday	Signal review + build outreach list	15 min	Convert signals to pipeline
Tuesday	Post #1 of the week	20 min	Authority building
Tue–Thu	Comment on ICP content (3–5/day)	10 min/day	Touchpoints + engagement
Thursday	Post #2 of the week	20 min	Authority building
Friday	Send outreach messages	20 min	Pipeline conversion
Sunday (opt)	Batch next week's posts	60–90 min	Consistency buffer

The 90-Day Milestones

Metric	Days 1–30	Days 31–60	Days 61–90
Profile Views	Baseline set	2× baseline	3–5× baseline
Post Engagement	<3%	3–6%	5–10%+
New ICP Connections/mo	5–15	15–30	20–40
Warm Outreach Convos/mo	0–3	5–12	12–20
Inbound DMs	Rare	Occasional	Weekly
Pipeline Attributed	None yet	First convos	First deals

APPENDIX A

Profile Audit Scorecard

Rate each dimension: 1 = not done, 3 = partial, 5 = fully optimized.

Profile Section	What to Rate	Score (1–5)	Target
Headline	Value proposition vs. job title?	___	5
About — Hook	Opens with reader's problem, not your history?	___	5
About — Structure	Follows observation → POV → work → proof → CTA?	___	5
Featured Section	Populated? Rotated in last 90 days? Best item first?	___	5
Experience	At least one role with [Action] → [Result] format?	___	4
Skills	Updated last 12 months? Specific, not vague?	___	4
Photo	Professional headshot, clear face, high contrast?	___	5
Banner	Custom banner reinforcing authority? (not default)	___	5
URL	Custom URL claimed?	___	5
Creator Mode	Enabled if publishing regularly?	___	5

Scoring: 45–50 = Authority Profile ready · 35–44 = Good, optimize Featured + Experience · Below 35 = Start with Headline + About

APPENDIX B

90-Day Content Calendar Template

Plan your posts across the four content pillars. Aim for 2 posts per week (8 per month). Label each with its pillar: I = Industry Lens, P = Practitioner's Playbook, L = Lessons, C = Culture.

Week	Post 1 (Pillar + Topic Idea)	Post 2 (Pillar + Topic Idea)	Promo? (Y/N)
Wk 1			
Wk 2			
Wk 3			
Wk 4			
Wk 5			
Wk 6			
Wk 7			
Wk 8			
Wk 9			
Wk 10			
Wk 11			
Wk 12			
Wk 13			

APPENDIX C

DM Scripts: 3 Warm Outreach Scenarios

Structural frameworks — not copy-paste templates. Adapt the [brackets] with specific, genuine references to the person.

Script 1: Post-Engagement Follow-Up

When to use: Use when: you have commented on their content 2–3 times and had real exchanges.

> *"[First name] — I've been following your thinking on [topic] for a few weeks. Your post about [specific thing] made me rethink [something specific]. I work with [type of executives] on [your area]. I think there's something worth a 20-minute conversation — open to it?"*

Note: Under 80 words. Reference something specific. The ask is small.

Script 2: Inbound Connection Response

When to use: Use when: a target-fit prospect connects with you (they came to you).

> *"Thanks for connecting, [name]. I noticed you're focused on [something from their profile]. I've been writing a lot about [relevant topic]. What are you working on at [their company] that made you reach out?"*

Note: Open a conversation. Do not pitch. Conversion is 3–5× higher because they initiated.

Script 3: Re-Engagement After Silence

When to use: Use when: someone went quiet after initial contact or a past conversation that stalled.

> *"[Name] — it's been a while. I came across [something relevant to them] and thought of our earlier conversation about [what you discussed]. Still an open question I'd like to pick back up if the timing is better now."*

Note: Do not reference the silence. Open a new thread with new value.

APPENDIX D

The Signal Prospecting Protocol

Step-by-step weekly protocol for turning LinkedIn analytics into a prospecting list. Total time: 15 minutes every Monday morning.

Step	Action	Tool	What to Log
1	Profile Views Review	LinkedIn Analytics or Sales Navigato	Name, company, title, date — flag if ICP match
2	Post Engagement Review	LinkedIn Posts tab (last 7 days)	ICP commenters + quality reactors; note comment quality
3	New Followers & Connections	Notifications + My Network	New follows/connections from target companies
4	Build Outreach List	CRM or spreadsheet	3–5 names, signal type, personalization note, message date
5	Send Messages	LinkedIn DMs	Log response/no-response; follow up after 5 business days

Signal Quick Reference

Signal	Intent	Window	Action
Profile view (ICP)	Highest	24–48 hrs	Connect with note referencing shared interest or their work
Repeat engager	Very High	7 days	Engage on their content first, then connect with note
Inbound connection	High	Same day	Welcome message that opens conversation — never pitch immediately
Substantive comment	Med-High	Same day	Reply in thread; follow up in DMs to extend discussion
Post save	Medium	72 hrs	Connect with note referencing the topic of the saved post

■ READY FOR THE FULL SYSTEM?

This playbook documents the complete framework. The fastest path to results is working through it with guidance. The Executive Visibility Program gives you 90 days of hands-on implementation support, content coaching, and weekly accountability. Book a free 30-minute strategy call: calendly.com/koka/30min