FOUNDERS

Example 1: B2B SaaS Founder | Goal: Generate inbound leads

Headline Option 1: Co-founder of [Company] | I help sales teams cut their time-to-close by 40% without adding headcount

Headline Option 2: Built [Company] to $2M ARR | I help B2B teams replace manual sales admin with systems that run themselves

About Section: I spent four years watching good sales teams lose deals they should have won. Not because of price. Not because of the product. Because the process was held together with spreadsheets, missed follow-ups, and reps spending half their day on admin instead of selling.

In 2022 I co-founded [Company] to fix that. We have since helped over 150 B2B sales teams automate the operational layer of their process (follow-up sequences, CRM updates, deal tracking, pipeline reporting) so their reps spend time on the work that actually closes business.

Our customers typically see a 40% reduction in time-to-close within the first quarter. Some see it faster.

I write about the practical side of sales operations. What the highest-performing teams do differently, where most companies are wasting their best people's time, and what a properly built sales system actually looks like.

If you lead a B2B sales team and your reps are spending more time on admin than on selling, follow me or reach out. I am always happy to look at a specific situation and give you an honest view.

Featured Section: Slot 1: Free Audit: Sales Process Audit. Find Out Exactly Where Your Team Is Losing Time Slot 2: Case Study: How We Helped a 20-Person Sales Team Cut Admin by 12 Hours Per Week Slot 3: Book a Call: 30-Minute Sales Operations Review

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Example 2: Bootstrapped E-commerce Founder | Goal: Grow audience and build authority

Headline Option 1: Bootstrapped [Brand] from £0 to £3M in 3 years | Follow for the unfiltered version of building a consumer brand from scratch

Headline Option 2: Founder of [Brand] | 60,000 customers and counting | I share what actually works in DTC (and what doesn't)

About Section: I started [Brand] in 2021 with £6,000 in savings and a product I genuinely believed in. No investors. No agency. No prior experience in e-commerce. Three years later we have served over 60,000 customers and turned over £3M.

I am sharing everything publicly because when I started, almost none of the useful content existed. Most of what was out there was either surface-level or written by people who had raised significant capital and forgotten what it felt like to build without a safety net.

I write about paid acquisition, email marketing, retention, supplier relationships, and the operational reality of scaling a physical product business. The wins and the mistakes in equal measure.

If you are building a consumer brand, follow me. I try to give a realistic picture of what growth actually looks like, including the months where it does not go to plan.

Featured Section: Slot 1: Newsletter: The DTC Dispatch. Weekly honest insights for consumer brand founders Slot 2: Podcast: Building [Brand]. From £0 to £3M, the full story Slot 3: Advisory: Work With Me. I take on a small number of advisory engagements each year

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Example 3: Founder Transitioning from Corporate | Goal: Both leads and thought leadership

Headline Option 1: Left [Corporate Role] to build [Company] | I help [ICP] do [outcome] | Follow for the honest version of what going from employee to founder actually looks like

Headline Option 2: Former [Title] at [Company] | Now founder of [Company] | I help [ICP] [outcome]

About Section: I spent eight years in [industry] before I left to build something of my own. The decision was not impulsive. I had watched the same problems repeat across every organisation I worked in and I had a clear idea of how to solve them. What I did not have was a clear idea of how hard the first year would be.

I founded [Company] in [year] to [one clear sentence on what it does]. We now work with [X] clients and have [specific result].

I write about the transition from corporate to founder because I found almost no useful content about it when I was going through it. What the identity shift feels like. The practical realities of building a sales pipeline from scratch when you have spent your career being given one. The slow build of a personal brand from zero when your previous visibility came from the institution you worked for.

If you are thinking about making the same transition, or you are already in it and finding it harder than you expected, follow me. I write about what I am actually experiencing rather than what sounds good.

Featured Section: Slot 1: Newsletter: [Name]. Weekly insights on building a business and a brand after corporate Slot 2: Free Resource: The Corporate-to-Founder Transition Guide. What I Wish I Had Known Before I Left Slot 3: Book a Call: [Service Name]. Work With Me Directly

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Example 4: Agency Founder | Goal: Generate inbound from ideal clients

Headline Option 1: Founder of [Agency] | I help funded B2B startups build the content and distribution systems that turn attention into pipeline

Headline Option 2: Built [Agency] to £1.5M with zero outbound | I help B2B founders build personal brands that generate inbound leads consistently

About Section: Most content agencies will take your brief, produce the content, and send you a report showing how many impressions it got. That is not what I do.

I founded [Agency] because I was tired of watching B2B founders spend significant budget on content that looked good and converted nothing. The problem is almost never the quality of the content. It is the absence of a clear system connecting the content to the commercial outcome it is supposed to drive.

We work exclusively with B2B founders and senior operators who want to build personal brands that generate qualified inbound leads, not just follower counts. Our clients typically see meaningful inbound pipeline within 90 days.

I write about what actually works in B2B personal branding. Not the theory. The specific decisions around positioning, content strategy, distribution, and profile optimisation that determine whether a personal brand converts or just gets impressions.

If you are a B2B founder posting consistently and wondering why it is not generating the leads you expected, follow me or reach out. The answer is usually in the system, not the content.

Featured Section: Slot 1: Free Audit: Personal Brand Audit. Find Out Exactly Why Your Content Is Not Converting Slot 2: Case Study: How We Helped a Founder Go From 0 Inbound Leads to 15 Per Month in 4 Months Slot 3: Book a Call: Strategy Call. 30 Minutes to Map What a Lead-Generating Personal Brand Looks Like for You

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COACHES AND CONSULTANTS

Example 5: Executive Coach | Goal: Generate inbound from senior leaders

Headline Option 1: Executive coach to C-suite and senior leadership teams | I help leaders perform consistently when the stakes are highest

Headline Option 2: Former Managing Director | Now coaching founders and executives | I help senior leaders build the clarity to make better decisions under pressure

About Section: I spent 18 years in senior leadership, the last five as MD of a business I scaled through two restructures and one acquisition. I know what it feels like to be the person everyone else looks to for certainty when you do not have it.

I now work with CEOs, MDs, and senior leadership teams who are navigating the kind of pressure where the normal advice does not quite fit. Growth transitions. Leadership team dysfunction. The performance and decision-making challenges that come with being the most senior person in the room.

My coaching is grounded in what I have actually experienced. I am not going to ask you to map your values. I am going to work with you on the specific situation you are in, give you feedback most people around you will not, and help you build the capability to handle what is coming next.

I work with a small number of clients at a time. If you are a CEO or senior leader and you want to talk about whether a coaching engagement makes sense for where you are, reach out or book a call below.

Featured Section: Slot 1: Book a Call: 30-Minute Introductory Call. No pitch. Just an honest conversation about where you are Slot 2: Case Study: How a Founder-CEO Rebuilt His Leadership Team and Doubled Revenue in 18 Months Slot 3: Newsletter: Leading Under Pressure. Monthly insights for senior leaders navigating complexity

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Example 6: Sales Coach | Goal: Generate inbound leads from founders and sales leaders

Headline Option 1: Sales coach to B2B founders | I help early-stage companies build the process to hit target consistently instead of relying on a few people who are good at selling

Headline Option 2: Closed £30M in B2B deals before I started coaching | I help sales teams fix the pipeline problems that stall growth

About Section: I spent 12 years in B2B sales before I moved into coaching. I was an individual contributor, then a sales director managing teams of 20, then VP of Sales at two different SaaS businesses. I closed a lot of deals. I also missed a lot of targets. Both taught me things.

I now work with B2B founders and sales leaders who have a pipeline problem. Not enough of it, too much of the wrong kind, or a conversion rate that should be higher than it is.

The problem is almost never mindset. It is process. Most early-stage sales functions are built around one or two people who are naturally good at selling, and they have no repeatable system underneath. When those people have a bad month, the whole business feels it.

I work with founders, first sales hires, and small teams to build the process, discipline, and pipeline infrastructure that takes the volatility out of revenue. Engagements typically run three to six months.

If you are a B2B founder and your sales process lives in people's heads rather than in a system, follow me or book a 30-minute call.

Featured Section: Slot 1: Book a Call: Pipeline Diagnostic. 30 Minutes to Find Exactly Where Your Sales Process Is Breaking Slot 2: Free Guide: The 6 Sales Process Gaps That Kill B2B Growth Before Series A Slot 3: Case Study: How a SaaS Founder Went From Unpredictable Revenue to a Repeatable £80K Monthly Pipeline

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Example 7: Career Coach | Goal: Sell coaching programme

Headline Option 1: Career coach | I help mid-career professionals move into roles that pay more, matter more, and suit who they actually are now

Headline Option 2: Helped 250+ professionals make significant career transitions | Follow for honest advice on pivots that actually work

About Section: Most career advice is written for people who are just starting out. I work with a different group, experienced professionals in their 30s and 40s who are good at what they do, well compensated for it, and quietly dissatisfied with where they have ended up.

The ambition has not gone. The direction has just drifted.

I have helped over 250 professionals navigate transitions into new industries, new functions, and new types of organisations. Most of them came in believing they were too specialised, too senior, or too far along to change course in any meaningful way. Almost all of them were wrong.

My coaching programme is a 12-week structured process. It covers positioning, personal brand, network strategy, interview preparation, and negotiation. It is designed for people who are serious about making a change and want a clear plan rather than a series of conversations about their options.

I run small groups twice a year and work with individual clients on a one-to-one basis. If you are at a point in your career where things are fine but not great, follow me or book a call.

Featured Section: Slot 1: Apply: Apply for the Career Transition Programme. 12 Weeks to Your Next Role Slot 2: Free Resource: The Mid-Career Pivot Playbook. How Experienced Professionals Change Industry Without Starting Over Slot 3: Case Study: From Strategy Consulting to Startup Operations Director. One Client's 8-Month Transition

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OPERATORS AND IN-HOUSE LEADERS

Example 8: CFO at a High-Growth Company | Goal: Build thought leadership

Headline Option 1: CFO at [Company] | I write about what financial leadership actually looks like when the business is growing faster than the systems can keep up

Headline Option 2: Finance Director scaling [Company] through Series B | Follow for honest insights on building a finance function in a high-growth business

About Section: I have been the most senior finance person at three different high-growth companies. Each one taught me the same thing in a different way: the finance playbooks written for stable businesses do not work when revenue is doubling every 18 months and the organisation is changing shape around you.

I write about financial leadership from inside that reality. The forecasting that is wrong. The fundraising that takes longer than the model assumed. The board reporting that surfaces more questions than answers. The decisions you have to make when the data is incomplete but the business cannot wait.

I am currently CFO at [Company], where I am building the finance function from a one-person operation to a team of eight while managing our Series B process in parallel. I share what I learn as I go, including the mistakes.

If you are a CFO, finance director, or finance professional in a high-growth environment, follow me. I write for people who are doing the same thing I am, in real time.

Featured Section: Slot 1: Newsletter: The Finance Function. Monthly insights on financial leadership in fast-growing companies Slot 2: Community: High-Growth Finance Leaders. 500+ CFOs and FDs sharing what is actually working Slot 3: Podcast: Real Numbers. Honest conversations with CFOs about what the job actually looks like

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Example 9: Chief People Officer | Goal: Build authority

Headline Option 1: CPO at [Company] | I write about what it takes to build a company culture that performs well and stays intact as you scale

Headline Option 2: Chief People Officer scaling [Company] from 150 to 800 people | Follow for honest insights on people strategy in high-growth companies

About Section: I joined [Company] as Chief People Officer when we were 150 people. We are now approaching 800 across three countries. My job, in plain terms, is to make sure we do not accidentally build a worse company to work in just because we got bigger.

It sounds obvious. In practice it requires constant vigilance against the things that come naturally with scale, bureaucracy, diluted culture, slower decisions, people who feel like employees rather than owners.

I write about people strategy from inside that process. Not the polished HR content that tends to dominate this space, but the actual decisions, the trade-offs, and the things that are genuinely difficult about maintaining a strong culture when you are doubling headcount every year.

If you work in people, HR, or organisational development at a high-growth company, follow me.

Featured Section: Slot 1: Newsletter: People at Scale. Practical insights on culture and talent in fast-growing organisations Slot 2: Guide: The Scale-Up Culture Playbook. How to Protect What Makes Your Company Great as You Grow Slot 3: Speaking: I Speak on People Strategy, Culture at Scale, and Talent in High-Growth Companies

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PROFESSIONAL SERVICES

Example 10: Independent Consultant | Goal: Generate inbound leads

Headline Option 1: Independent strategy consultant | I help scale-ups make the structural decisions that their investors expect but nobody has told them how to make

Headline Option 2: Former [Consultancy] | Now working independently with Series A and B founders on the strategy work that does not fit neatly inside the business

About Section: I spent seven years at a large consultancy before I left to work independently. The reason was straightforward: the work I found most valuable, helping founders navigate the specific strategic inflection points that come with scaling, was exactly the work that large consultancies were least well-suited to deliver.

I now work with a small number of founders and leadership teams at any one time on the strategic questions that are holding their growth back. Positioning decisions. Organisational

design. Market expansion. The governance and decision-making frameworks that need to evolve as the business grows.

I am not a fractional anything. I take on specific engagements, I work closely with the leadership team, and I am accountable to outcomes rather than to billable hours.

If you are a Series A or B founder working through a strategic decision that feels too important to get wrong, follow me or reach out directly.

Featured Section: Slot 1: Connect: I Am Open to Conversations With Founders on the Specific Challenges They Are Navigating Slot 2: Free Resource: The 5 Strategic Questions Every Founder Should Be Able to Answer at Series B Slot 3: Newsletter: Strategy in Practice. Monthly insights on the decisions that shape whether a scale-up succeeds

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Example 11: Recruitment Founder | Goal: Generate leads from hiring companies

Headline Option 1: Founder of [Agency] | I help fast-growing tech companies hire senior commercial talent faster than they can do it internally

Headline Option 2: Placed 400+ commercial leaders across the UK tech ecosystem | I help Series A to C companies build the sales and marketing teams that actually drive revenue

About Section: I have spent a decade placing senior commercial talent (sales directors, marketing leaders, VP-level hires) at technology companies across the UK. In that time I have developed a clear picture of what makes a hiring process work and why most of them do not.

The most common failure mode is speed. Companies move too slowly on candidates they want and too quickly on candidates who are not right. Both are expensive mistakes, and both come from the same underlying problem: a hiring process that is not built around how good candidates actually make decisions.

I founded [Agency] to bring a different approach to senior commercial recruitment. We work exclusively with high-growth tech companies at Series A to Series C, and we work on a retained basis so our incentives are aligned with finding the right person rather than the fastest placement.

If you are a founder, CEO, or HR leader at a growing tech company and you are trying to make a senior commercial hire you cannot afford to get wrong, reach out.

Featured Section: Slot 1: Book a Call: Hiring Strategy Call. 30 Minutes to Map the Role and the Market Slot 2: Free Guide: How to Hire a VP of Sales Without Wasting Six Months and Getting It Wrong Slot 3: Case Study: How We Placed a Commercial Director for a Series B FinTech in 3 Weeks

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PERSONAL BRAND AND CONTENT

Example 12: Personal Brand Consultant | Goal: Both leads and thought leadership

Headline Option 1: Personal brand consultant | I help founders and operators build LinkedIn presence that generates inbound leads, not just impressions

Headline Option 2: Helped scale personal brands to 1M+ followers and hundreds of qualified inbound leads | I help B2B founders build brands that convert

About Section: Most people building a personal brand stop at the top of the iceberg. They post consistently, they chase engagement, they optimise for impressions. Then they wonder why none of it is converting into actual business.

The problem is almost never the content. It is the system underneath it. A clear ICP. A profile that converts. A content strategy connected to a commercial outcome. A pipeline from attention to action.

I have spent the last four years building personal brands for founders and senior operators. In that time I have helped clients grow to 1M+ followers, generate hundreds of qualified inbound leads, and build personal brands responsible for millions of pounds in brand-led revenue.

I write about what actually works in personal brand building. Not the generic advice about being authentic and posting consistently. The specific positioning decisions, content systems, and profile choices that determine whether a personal brand generates real business outcomes.

If you are a founder or operator posting on LinkedIn and not seeing the commercial return you expected, follow me or reach out.

Featured Section: Slot 1: Free Audit: Personal Brand Audit. Find Out Exactly What Your Brand Is Missing Slot 2: Case Study: How We Helped a Founder Build a Personal Brand That Now Generates 20+ Qualified Leads Per Month Slot 3: Book a Call: Strategy Call. 30 Minutes to Build a Clear Picture of What Your Personal Brand Should Be Doing

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A NOTE ON USING THESE EXAMPLES

Strong profiles share four characteristics regardless of industry or goal:

1. The headline tells the right person immediately that this is relevant to them

2. The about section opens with credibility, not with a job title or a life story
3. The pain points of the ICP are named specifically, not described in vague terms
4. There is a clear next step that matches the stated goal

If any of those four are missing, the profile is not working as hard as it should be.