



Module 17: Fundamentals of Inbound

1. Don't Worry About Personal Branding

Not joking. Personal branding is mostly a distraction, advocated by marketers and influencers who sell courses. Remember: the main challenge you have is building credibility.

Let's consider a few personal branding strategies that we see recommended:

- Increase your follower count and earn attention with quippy posts
- Articulate a point-of-view that resonates with your audience
- Post daily

All of this is nonsense. You do not need to post daily to create an inbound funnel. You do not need a point-of-view separate from your company's to create an inbound funnel. You do not need to increase your follower count. You do not need viral posts. You don't need any of these things to be successful on social.

▼ Quick Example: Jacob Tuwiner

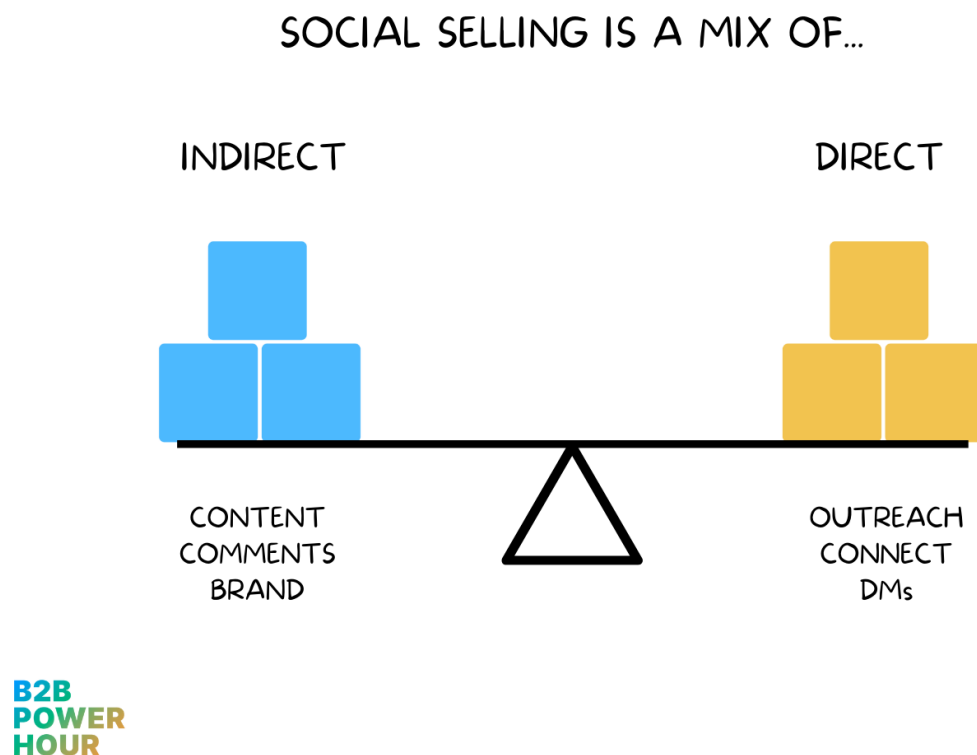
Jacob Tuwiner at Servicebell only has ~2K followers (at the time of writing). Yet in the past 60 days, he's booked dozens of meetings off of LinkedIn using a mix of inbound and outbound. His profile is tailored to building credibility on behalf of his company.

"My audience is growing. I know that's valuable – every time I post a ServiceBell video, I get new inbound leads."

You don't need a "personal brand" to earn results like these.

2. Inbound Traffic Happens from Indirect Exposure

Remember this graphic?



Now that you've worked your way through Outbound Prospecting, you'll see that *some* outbound plays include "indirect" activities. This means inbound traffic happens two ways:

1. Outbound that becomes inbound
2. Content creation

Each of these activities expose your profile to a new audience, indirectly.

For **outbound that becomes inbound**, this is when your direct activities create exposure to new audiences. So even though your comment (for example) is to a targeted ICP prospect, a *different* ICP prospect sees that comment and views your profile.

For **content creation**, this is when your content pops up in the feed, it resonates, and someone views your profile and/or clicks follow.

When you think about constructing your inbound funnel, these are the two primary leverage points to create inbound traffic. But where do you send them?!

3. Your Profile is Your Landing Page

As we hinted at in [Building Your Profile Funnel](#), the primary activity of an inbound lead is to land on your profile.

This is where the 3 Second Test becomes very important. Since it's likely the person viewing your profile is from an interesting comment or piece of content, they haven't been warmed up in the same way your outbound prospects have.

Your profile needs to accomplish a few things:

- Build credibility in the eyes of the buyer
- Connect with them authentically
- Offer a CTA (book a meeting, view a landing page, etc.)

If you've been blazing through this guide all at once, make sure to review [Building Your Profile Funnel](#) before going any further. Make sure you have each element of your profile dialed in before seriously working on your inbound.

4. Creating Inbound Serves Two Purposes

Again, we'd like to emphasize that our approach in this guide does not prepare you to become an "influencer" or "build your personal brand." We believe those are noble goals, but they're not for everyone. Not everyone's superpower is social.

In that spirit, we're only focusing on the scalable, repeatable processes that can help sellers of any kind (superpower or not) use LinkedIn effectively.

Creating inbound then serves two purposes:

1. Nurturing lurker accounts
2. Earning attention from new ICP audiences



Lurkers are an all-encompassing term we use to describe accounts that are not actively posting or commenting, but they log-on a few times a week. By the numbers, lurkers are up to 90% of all LinkedIn profiles.

Nurturing Lurker Accounts

The primary focus of your inbound activities, in our view, is to nurture lurker accounts. This is when you combine the Connection Strategies we laid out with the Content Strategies we're about to describe.

Lurkers, by definition, **will never comment or like** your content. They will see it though 🧐 This is the drastically underrated part of creating content — and why the vanity metrics of likes/comments don't matter as much as you might think they do.

When accounts aren't as active, you can build your lifeline over the next 90-180 days by using these inbound plays. It gets your profile in front of lurkers passively, since the outbound plays won't work as well.

Earning Attention from New ICP Audiences

Creating great content — or comments, even — that resonates with your ICP audience extends your reach. This gets you in front of new ICP audiences that you haven't strategically pursued with the Outbound plays.

This is a nice side-benefit: gradually earning credibility with the new audience. Instead of running warmup plays, you can use inbound plays to build credibility.

Remember: you can always run Outbound, based on the criteria we set up earlier (qualified lists, triggers, insightful outreach, etc.). Inbound is just a nice complement that builds your long-term lifeline.

Next:

 [Module 18: Outbound-as-Inbound](#)