LoftyBiz Four-Campaign Planning Sheet

Companion download for LoftyBiz 161 — LinkedIn and Email for B2B: Reach Decision-Makers, Not Clicks

Write down the three biggest worries of the person who signs your contracts. Turn each into one short, useful post. Then split your email list into the four stages and write one email for the stage closest to buying. Write posts for the decision-maker's worries, not for your own news. Post on a steady rhythm and talk with the people who respond. Boost only the posts that already start conversations, and stop what does not work. Measure meetings, not clicks.

1. Three worries of the person who signs

Write down the three biggest worries of the person who signs your contracts. Turn each into one short, useful post in plain words, with one practical tip.

Worry of the person who signs	The short post I will write

2. Split your list into four stages

New contacts who have just met you. Engaged readers who opened and clicked. Active buyers who have asked about prices or booked a call. Past leads who have gone quiet or chosen someone else. Each group needs its own campaign and its own goal.

Stage	Who is in this group	One email for this stage
New contacts		
Engaged readers		
Active buyers		
Past leads		

3. This week's one email

Write one email for the stage closest to buying. Keep it short enough to read on a phone between meetings: one idea, one link at most, and your own name at the bottom. Measure replies and booked meetings, not opens.

Worked examples (not promises)

Ingrid runs a heating and cooling maintenance firm in Minneapolis. Her clients are office buildings, clinics and schools. A typical yearly maintenance contract is worth about 12,000 dollars. The people who sign are facility managers and operations directors. She listed their main worries: surprise breakdowns in winter, energy bills, tenant complaints, and budget meetings where they must defend every cost. She set a simple rhythm: three posts a week, each under two hundred words. Each week she sent about twenty connection requests with a short, personal note and no sales pitch. After two months, two posts stood out. Only then did she pay to boost them: about 300 dollars over two weeks, shown only to facility and operations roles in her region. In this example, the boosted posts led to six calls and two new contracts over the following quarter. Another post she boosted later did nothing, so she stopped it after a week. These are examples, not promises.

Kwame runs a payroll services company in Charlotte for businesses with ten to two hundred staff. A typical client pays about 1,500 dollars a month. He had a list of almost two thousand contacts. He split the list by stage: new contacts, engaged readers, active buyers, and past leads, and built four separate campaigns. Campaign one welcomed new contacts with three short, useful emails over two weeks. Campaign two went to engaged readers. Campaign three was short, personal emails to active buyers, with a thirty-minute review of their current payroll costs. Campaign four went to past leads every few months with one useful update and a simple question. He measured replies and booked meetings, not opens. In this example, after six months, booked meetings rose from about one a month to four a month, and most came

from campaigns three and four. These figures are illustrations, not forecasts. These are examples, not promises.

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Example figures, not targets or a forecast. General education, not financial, legal or tax advice. Results vary. These are examples, not promises. Fees, contracts and counts in the video are rough examples, not targets or forecasts.