

FOUNDER POSITIONING, CONTENT & INBOUND GROWTH

Turn LinkedIn into a real client acquisition channel.

Positioning, profile and content strategy for founders who want predictable inbound leads instead of relying only on referrals.

WHY LINKEDIN, DONE PROPERLY

Most founders struggle with two things: generating consistent inbound leads, and converting those leads into paying clients. Posting more rarely fixes either. When the positioning is sharp, the profile is built to convert and every piece of content speaks to one Ideal Client Profile, LinkedIn stops being a feed and becomes a predictable channel that builds authority and books sales calls.

Consistent inbound conversations, better-fit clients, and a channel you control.

Positioning that lands

A defined Ideal Client Profile and clear messaging, so the right buyers recognize themselves in what you say.

A profile built to convert

Your LinkedIn profile rebuilt to work like a landing page, turning profile views into conversations.

Predictable inbound

Content and a follow-through rhythm that bring consistent inbound conversations and better-fit clients.

DOES THIS SOUND FAMILIAR?

- Most new clients still come from referrals.
- You post on LinkedIn, but it rarely turns into sales calls.
- Your profile says what you do, not why a client should hire you.

Two or three of these means LinkedIn is not yet working as an acquisition channel.

- Inbound leads show up occasionally, but you cannot predict them.
- Leads come in, but too few convert into paying clients.
- It is hard to say in one sentence who you serve and why you.

WHAT WE BUILD

Authority that turns into pipeline.

Founder positioning

A clear point of view that sets you apart and attracts better-fit clients.

Ideal Client Profile

A precise picture of who you serve and what makes them buy.

Profile optimization

Headline, banner, About section and featured content rebuilt for conversion.

Content strategy

Themes, formats and a rhythm built to attract your ICP, not just an audience.

Strategic storytelling

Your experience and results turned into stories that build trust and authority.

Inbound growth systems

A repeatable path from post to conversation to booked sales call.

HOW AN ENGAGEMENT WORKS

01

Define

Pin down your Ideal Client Profile.

02

Optimize

Rebuild your LinkedIn profile so it converts visitors.

03

Strategize

Build a content strategy that attracts your ICP.

04

Write

Create content that turns viewers into leads.

05

Convert

Book sales calls with the inbound leads it brings.

RECENT CLIENT OUTCOMES

3 inbound leads

in 30 days after repositioning a profile

280% more

profile views through strategic content

Beyond referrals

more consistent inbound conversations

Better-fit clients

attracted by clearer messaging



Ashi Chopra LINKEDIN GROWTH & AUTHORITY ADVISOR

Ashi Chopra helps founders use LinkedIn to build authority, attract inbound leads and create a more predictable client acquisition channel through content that converts. Partnering with Fulkrem Management Group, she has coached more than 20 founders over the last year, primarily in the United States, on positioning, content strategy, inbound growth and authority building. Her focus is founder positioning, strategic storytelling and inbound growth systems.

"Content alone doesn't convert. Clarity does."

Start with a LinkedIn profile review.

A focused look at your positioning, profile and content, and what it would take to turn LinkedIn into a predictable source of inbound leads. No pitch, no obligation.

1-877-745-3725 fulkremgroup.com



Scan to book a profile review