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Foundations » Strategy » Execution Readiness

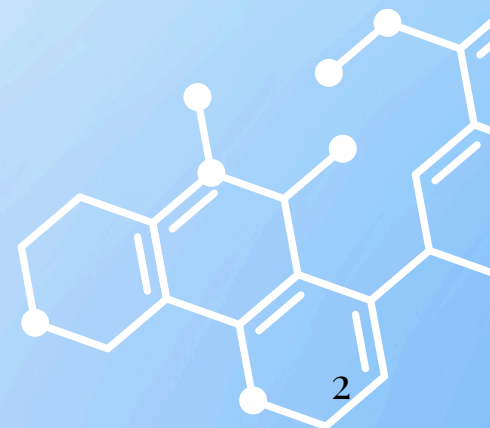


GNR MEDIA
GROWTH AND REVENUE

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CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Linfluence		
Website Address:	https://www.linfluence.co.uk/		
Business Stage: (Idea/ Growing/ Established)	Growing	Primary Contact:	Tom Salter
		Country:	United Kingdom
Phone Number:	+44 7368 984757	Email Address:	tom@linfluence.co.uk

Which industry best describes your primary business?

B2B lead generation, operating as a done-for-you LinkedIn outreach and appointment-setting service for business ownercoaches, consultants, and solopreneurs.

How does your business primarily operate?

Fully online, delivered as a managed service. Outreach campaigns are run on clients' behalf via LinkedIn, with no in-person delivery required. The model is subscription-based rather than project-based, with clients paying a recurring monthly fee.

Where do you currently serve customers?

Customers are served across the UK and internationally, since the service is delivered entirely online and isn't tied to any specific region.

If you have a physical presence, where is it located?

N/A. The business is run from a home office in East Riding of Yorkshire, UK, with no shopfront, office, or client-facing premises.

Which location matters most for your growth right now?

UK-wide growth remains the priority, with selective interest in expanding into other English-speaking markets such as Australia given an early-stage partnership conversation with GNR Media.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

Linfluence helps B2B business owners, coaches, and consultants turn LinkedIn into a genuine source of leads – without the time cost, the guesswork, or robotic sales tactics. We do the work, in your voice, so LinkedIn works for you.

Vision (what success looks like in the future?)

A world where growing a business on LinkedIn doesn't mean choosing between hiring an agency that doesn't get you spending hours a day doing it badly yourself – where every solopreneur has a trusted partner making LinkedIn feel human again.

Core values (3–5 guiding principles)

- **Honesty over hype** – we tell clients the truth, even the inconvenient parts.
- **Your voice, not our template** – nothing generic; every message sounds like you.
- **Calm, not pushy** – expert positioning beats sales pressure, every time.
- **Real relationships over quick wins** – we're in it for the long game with clients, not the quick close.

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services.

Linfluence's core offer is done-with-you LinkedIn lead generation: a managed service where Tom handles day-to-day outreach and engagement on each client's LinkedIn profile, working closely with them so the messaging reflects their own voice rather than generic, templated copy. It is built for B2B business owners, coaches, consultants, and solopreneurs who want consistent LinkedIn leads without running the outreach themselves.

Outcomes: the results your customers get.

Clients build a LinkedIn network with intent — growth that matches their Ideal Client Profile rather than vanity numbers — an open new conversations with ICP-fit prospects, replacing the feast-or-famine of ad hoc networking with a steadier, more predictable pipeline. Because messaging is built in the client's own voice, prospects who convert already feel like they know them before the first call, and clients get their own time back rather than spending hours on LinkedIn themselves.

Pricing — how you package or charge for your work

The service runs on a 7-step social selling framework. Linfluence handles the five mechanical steps — daily connection invites, profile-viewer and post-engager outreach, welcome DMs, hand-raiser DMs, and milestone messages — while clients own the final two: credibility content and meaningful engagement. Pricing is £299 per month, plus a one-off £149 setup fee.

Hero Offer: the offer that drives most of your revenue.

The core revenue-driving offer is the Linfluence done-with-you LinkedIn lead generation service itself — a managed, voice-matched outreach system built on the 7-step framework, combining disciplined automation with human judgement.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

Linfluence serves solo operators and small business owners who are good at what they do but don't have the time, LinkedIn expertise, or inclination to run outreach themselves — typically UK-based or English-speaking internationally, working in professional services, coaching, consulting, or fractional executive roles.

Customer segments (if you serve more than one type of customer).

Clients are generally established enough to have a clear offer and a defined ideal client profile, but not yet at the stage of having an in-house marketing team or dedicated SDR. Most are looking to grow steadily rather than scale aggressively, prioritising quality over volume.

Customer Problems: the challenges they face.

Clients know LinkedIn could work for them but don't have time to do it consistently. Many have tried generic automation or DIY outreach and got poor results, or risked their account in the process. They don't want to sound like a typical cold LinkedIn message, and they want more sales conversations without compromising their professional reputation to get them.

Why do customers choose you?

People choose Linfluence because it combines disciplined, limits-aware automation with messaging written in their own voice built through close collaboration rather than a templated sequence. Clients tend to arrive through referral, LinkedIn content, or word of mouth, usually after a discovery call — reflecting the trust-based nature of the service.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

Self-serve LinkedIn automation platforms such as Dripify, Expandi, and Enfogen — tools business owners run themselves typically pushing high-volume automation with limited regard for LinkedIn's safe activity thresholds. Prospects sometimes lump Linfluence in with these, even though the model is different.

Indirect Competitors: alternatives your customers might choose instead.

Business owners running their own LinkedIn activity manually, usually inconsistently, alongside everything else they're doing. Larger agencies are a less common alternative at Linfluence's price point, but can be a consideration for prospects with big budgets who assume "agency" means better results.

Hidden Competitors: the real battle.

Not Provided

Your Edge: what you do differently and why customers choose you.

Linfluence uses automation, but calibrated to stay within safe activity limits — the difference isn't automation versus automation, it's disciplined, limits-aware automation paired with human-crafted, client-voice messaging, rather than a self-serv tool left running unchecked. Messaging reflects each client's actual voice, built through working closely with them, and decisions are grounded in more than a decade of pattern-recognition on what actually converts, rather than a tool vendor's generic playbook. Linfluence is also upfront about LinkedIn's terms-of-service grey areas rather than pretending they don't exist, and works to a defined 7-step framework with a clear ownership split between what Linfluence handles and what the client owns.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

For B2B business owners, coaches, consultants, and solopreneurs who want consistent LinkedIn leads without doing outreach themselves, Linfluence is the done-with-you LinkedIn lead generation service that combines disciplined, limits-aware automation with messaging written in the client's own voice — unlike self-serve tools that risk bans, or DIY effort that never gets done consistently.

Short pitch / 7-second explanation.

We help B2B business owners and consultants turn LinkedIn into a steady source of leads — without the time cost, the guesswork, or robotic sales tactics.

Hooks/Taglines: memorable lines that spark interest.

- It's you, not a bot.
- Real conversations with the right people.
- Automation, done responsibly.
- Honest about the grey areas.
- LinkedIn, without the guesswork.

Tone of Voice: choose the style that fits your brand.

The Linfluence brand voice is expert, calm, and direct — never salesy. It speaks like a person, not a marketing department approachable and down to earth, but never vague or hype-driven, confident because of over a decade of pattern-recognition rather than buzzwords. It says what's actually true, including the inconvenient bits, favours present-tense, concrete language over hypothetical claims, and avoids automation-bro jargon entirely.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

The Hero: A B2B business owner, coach, or consultant who knows LinkedIn should be working for them. They can see competitors gaining traction, and have a decent offer and a clear sense of who they help — but keep putting it off because they don't have the time, or tried it once, ran it inconsistently, and watched it fizzle out.

What are they struggling with?

Beyond leads, what they really need is confidence and time back — to stop feeling like LinkedIn is one more thing they're failing to keep up with, and instead feel like someone has it handled properly, in a way that still sounds like them rather than a stranger pretending to be them.

How does your brand help?

The turning point comes from handing over the mechanical, repetitive parts — daily connections, outreach, milestone messages — to Tom, while staying involved enough that it never stops sounding like their voice. It's the shift from "I should be doing this myself" to "this is being done properly, by someone who has spent over a decade learning what actually works."

What does life look like after success?

Their LinkedIn network fills with the right people — their actual ideal client profile, not randoms — and conversations start happening that lead somewhere. There's a rhythm to it now instead of sporadic bursts of effort, and a subtler shift too: they start to feel like a business with a proper system behind them, rather than someone scrambling to keep up with marketing on top of everything else.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Linfluence is direct, saying what needs saying without padding or hedging, and approachable — down to earth rather than aloof or overly polished. It is calmly confident, quietly sure of itself from more than a decade of real results rather than hype, honest, willing to name an inconvenient truth rather than oversell certainty. It is grounded, with no fads or gimmicks, sticking to what actually works.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

The voice should read like natural speech — plain, short sentences, no filler — and say the true thing even when it isn't the most flattering one. It favours present-tense, concrete language over hypothetical framing, defaults to warmth over eagerness, and lets confidence come from experience and specifics rather than adjectives. It avoids corporate jargon, manufactured urgency or overselling certainty (especially around LinkedIn's rules or guaranteed results), and generic automation-tool language or unearned enthusiasm.

One-Word Descriptor: the single word that captures your brand's essence.

Straightforward

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand Colours (locked palette)



Fonts / typography.

Headings: Montserrat Bold / SemiBold | Body: Open Sans | Pull quotes only: Playfair Display Italic. Headings are never mixed with the body font, and only one heading style and one body style are used per page.

Visual preferences.

The visual tone is expert, calm, and direct – never salesy – mirroring the brand's personality. Layouts stay clean and uncluttered, favouring simple iconography over photography and avoiding stock-photo clichés such as handshakes, lightbulb generic "business people" imagery. Consistent spacing and alignment across every asset make everything read as one brand family, across client campaign packs, social graphics, Marketing Passport documents, and any Word or PDF deliverables.

10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress Webflow Shopify

Other GoHighLevel (GHL)

Where is your Domain or DNS hosted?

- Cloudflare GoDaddy Namecheap Fasthosts Internet Ltd (external, DNS managed by Fasthosts, connected to GHL)

Do you have full website access or not?

- Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

Marketing currently runs entirely on organic channels. LinkedIn DMs are the primary, highest-volume channel, supporting outreach and iterating loss-aversion, present-tense copy. Tom's personal LinkedIn profile is the trust-building backbone, reinforcing the "it's you, not software" positioning, while the LinkedIn Business Page serves as an awareness layer rather than a lead driver. My Most Trusted (MMT) and warm referrals round out the mix, with referrals converting best of all, alongside an early-stage partnership exploration with GNR Media.

Channels you want to use next.

The next priority is to systemise referrals by building a simple ask into client offboarding, since warm intros already convert. Occasional personal-profile content is also planned — sharing real client results and lessons to reinforce positioning and warmup DM prospects. Paid ads, email marketing, and other platforms remain lower priority for now.

Paid vs organic mix (if any).

The current approach is 100% organic, with no paid activity in place. Focus stays on LinkedIn DMs as the primary channel and referrals and profile relationship-building as secondary channels, and everything else on a watch-only basis until DM referrals are fully optimised.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

Ready to use

A full-colour, transparent logo; a documented brand colour palette and typography system; a set of LinkedIn message sequences (welcome, fundraiser, anniversary, congratulations, birthday); competitive comparison documents against Dripify, Expandi, and Enfogen; a LinkedIn Inbound Playbook carousel; and a discovery call script with a follow-up email generator.

Needs updating & organising

The competitor comparison documents are worth checking against current pricing and features, since these move quickly. The LinkedIn outreach copy is still actively being iterated, and the discovery call widget needs confirming as either live and in active use, or a one-off build that has gone stale.

To be created

Logo variations (favicon, icon-only, and a reversed white version for dark backgrounds); professional photos (a headshot of Tom plus any team or office imagery); an explainer or demo video; properly formatted testimonials and case studies with results and metrics rather than informal praise; and a written "About Tom" founder bio for the website and proposals.

Current priority

Formatting existing client feedback into a proper case study with metrics, and creating a founder bio, are the two most immediate gaps to close before scaling marketing production further.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Done-with-you LinkedIn lead generation; safe and compliant LinkedIn outreach as an alternative to risky automation tools; LinkedIn growth support for consultants, coaches, SMEs, and fractional executives; and personalised, human-sounding LinkedIn messaging rather than bot-like templates.

Primary keywords/themes (the search terms and themes your ideal customers actually use)

LinkedIn lead generation service, done-with-you LinkedIn outreach, managed LinkedIn outreach, LinkedIn lead generation agency (UK); is LinkedIn automation safe, LinkedIn outreach without getting banned, alternatives to Dripify, alternatives to Expandi; LinkedIn lead generation for consultants/coaches/fractional executives, how consultants get clients on LinkedIn; LinkedIn outreach that doesn't sound like a bot, personalised LinkedIn messaging service.

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

Grow Linfluence's client base while strengthening retention among existing clients — bringing in new subscriptions steadily while closing the post-reply conversion gap already identified so growth isn't offset by clients leaving.

Key outcomes you care about (leads, sales, visibility, etc.).

Success is measured by steady, consistent growth in active subscribers, tracked through the discovery call pipeline, alongside improved client retention — fewer clients lost to the post-reply conversion gap or expectation mismatches, with clients staying well past the first three to six months.

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

The main constraint is clarity and focus. Too many parallel initiatives — client campaigns, the GNR Media partnership, SEO expansion, and infrastructure work — are diluting attention away from the two outcomes that matter most: new client growth and retention.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

A comfortable marketing budget sits between £100–£500 per month, beyond Tom's own time investment — enough for tool occasional asset creation, and small-scale testing, without yet allocating significant spend to paid advertising given the current organic and referral-driven approach.

Decision-maker

As sole founder, Tom is the final decision-maker on all marketing spend and strategic direction, with no approval chain or committee to navigate — meaning marketing work can move quickly, limited only by time and judgement rather than organisational delay.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

Testimonials currently rest on informal, verbal agreement only. A simple written consent message is being introduced going forward to properly document permission before any testimonial or named case study is used publicly.

Industry Rules: any sector-specific regulations you must follow?

The main compliance consideration is LinkedIn's User Agreement, given the automation-based model — managed through disciplined, limits-aware activity and transparent client communication about the grey areas involved. GDPR is also relevant to data handling, including contact extraction and CRM/spreadsheet storage, though this hasn't yet been reviewed in detail and flagged as a lower-priority item for now.

Compliance Risk Summary.

Key risks include relying on informal-only testimonial consent, and operating within LinkedIn's terms-of-service grey area around automation. To scale safely, next steps include formalising written testimonial consent and completing a proper GDPR review of data handling practices.

