

LinkyBot

SCALE SMARTER, NOT HARDER

A LINKYBOT OUTCOME OS PLAYBOOK

The Outcome-Based Outreach Playbook

How B2B founders stop paying for activity and start paying for booked appointments.

Agencies sell activity. We bill on appointments.

OUTCOME-BASED LINKEDIN APPOINTMENTS FOR B2B FOUNDERS

The invoice that doesn't add up

Your outreach agency got paid last month. Did you?

Pull up a LinkedIn retainer invoice in your head. Three grand, maybe more. Now count the appointments on it.

That gap has a name. It's the retainer model, and it's working exactly as designed. A flat retainer pays for activity: connections sent, messages delivered, a report on the first of the month. Activity is easy to manufacture. Appointments aren't.

So the agency optimizes for what gets it renewed, and you absorb the risk. Slow month? You pay anyway. The two incentives point in opposite directions, and it's printed right on the contract.

Activity and appointments are two different businesses

Agencies sell activity. The good ones bill on appointments. Those are not the same purchase, and most founders have only ever bought the first one.

A retainer's incentive is to keep you paying. Your incentive is booked calls. The fix isn't a harder-working agency. It's a deal structure where the vendor only wins when you do.

The shift: stop buying effort, start buying outcomes. Every rule in this playbook follows from that one move.

The playbook: six rules for outreach that pays off

Six rules. Each one moves risk off your desk and onto the system doing the work. Run them against any outreach vendor, including us.

- 01 Pay for the outcome, not the activity.**
Structure the deal so a small base covers the running system and the real money only triggers on a booked, qualified appointment. Effort becomes the vendor's problem. Outcomes are what you actually buy.
- 02 Let architecture define 'qualified,' not opinion.**
A prospect books through your connected calendar. It counts. No salesperson grading leads, no quality debates. The calendar is the referee, enforced by workflow, not by anyone's judgment.

03

Make no-shows revert by default.

A no-show or cancellation should auto-revert the charge before your invoice runs. Build the revocation into the workflow so you never email, dispute, or argue. You pay only for appointments that held.

04

Target on signals, not static lists.

'Saw the three SDR openings' beats 'I help founders like you.' Rank prospects by live signals like hiring spikes, funding events, and tech-stack fit, then let the opening line reference the signal that ranked them.

05

Make the math survive one close.

Outbound only works when a single closed deal covers months of cost. If your offer clears \$5K or more per deal, the appointment economics work. If it doesn't, fix the offer before you scale outreach.

06

Demand a live view, not a monthly report.

You should watch every build step and every appointment in real time on a console. Check instead of trust. A monthly report hides the gap between activity and outcomes. A live console can't.

The math: what a qualified appointment is worth

Cost per appointment falls as volume rises. The better it works, the cheaper each appointment gets. That's the reverse of a retainer, where you pay the same whether calls land or not.

At 3 appointments a month you're at \$367 each, all in. At 5, you're at \$300. At 8 or more, \$250 or less. Against a \$5K+ deal, one close covers months.

The question stops being 'what does this cost' and becomes 'how many of these can you handle.'

How we price it

We run LinkyBot. We rebuilt our own pricing from the architecture up, and we ran our own company through it as client zero before selling a seat. Same intake, same qualification gate, same system you would get. This is the model. It's called Outcome OS.

The Outcome OS model	Amount
Monthly base	\$500
Per qualified appointment	\$200
Variable charges cap	\$1,500
Most you will ever pay	\$2,000 / month

Land twelve appointments, you still pay \$2,000. Land zero, you pay \$500. The cap clamps at eight. You watch all of it on a live console, with a weekly review. No black box.

Proof

Three results from founders who ran this engine.

Lindsay NeCorchuk

7 transactions, \$3M in volume, and \$70K in commission within six months. 4 to 6 meetings a week.

Village Premier Collection

From 17 to 435 LinkedIn leads a week, a 2,458% jump, and around 10 qualified appointments a week. The CEO's verdict: 'LinkyBot works.'

Brian Bean

First LinkedIn-sourced client in 37 days, first contact to close.

These results come from LinkyBot's first vertical: real estate teams, delivered under our earlier brand name, MyLinkedSolution. Same engine, same operators. Outcome OS is that engine rebuilt around outcome pricing for B2B founders.

Quick answers

What if zero appointments land?

\$500. That's the whole invoice. The base covers the running system, and everything else only bills on outcomes.

What is the most I can ever pay?

\$2,000 a month. The formula is \$500 plus \$200 per appointment, with variable charges capped at \$1,500. The clamp hits at eight.

Is there a guaranteed first-call date?

Not on Pilot. Your protection is the cap, per-appointment billing, and the \$500 floor while the system ramps.

Your next step is a fit call

One next step. Book a fit call. We open five Pilot seats at a time, ninety days each, built for B2B founders with offers worth \$5K or more per deal.

Every application runs a fit-gate first. If the economics don't work or the buyer is too vague, we refuse before taking your money. We ran our own company through that gate: seven of seven pass. An honest no costs you nothing.

Book your fit call
calendar.os.linkybot.ai/linkybot-os

5 seats · 90 days · built for offers worth \$5K+ per deal

Questions first? Just reply to the email that sent you this playbook.