

Braintrust Built a 26x LinkedIn Pipeline with Entrepreneur Lifestyle

Introduction

Braintrust Professional is an executive coaching and leadership development firm led by Randall Craig. The business helps senior executives and boards improve strategy, communication, leadership, and performance.

braintrust
Professional Institute

\$33 AVERAGE COST
PER LEAD

8.5X RETURN ON AD SPEND
(CASH COLLECTED)

\$120k PIPELINE
VALUE

The Challenge



Referral Dependency

Braintrust relied heavily on referrals and inbound search visibility. Despite strong brand authority, growth was still limited to existing networks.



Underutilised Thought Leadership

With more than 1,100 pieces of IP, Braintrust had a strong foundation of expertise that wasn't being fully used to attract new clients online.



Lack of Paid Experience

Randall had never run ads or built outbound lead-generation systems before, leaving untapped potential for reaching new markets.



Limited Market Reach

The business had strong credibility, but needed a way to reach new zip codes, new clients, and senior decision-makers beyond its existing network.

The Solution

We turned Randall's strongest frameworks into high-value LinkedIn lead magnets: "7 Mistakes You May Be Making at Your Retreat," "4 Ways You're Sabotaging ROI," and "The Leadership Retreat Script." From there, we built targeted LinkedIn campaigns to reach CEOs, board members, and senior decision-makers across North America. The goal was to turn Braintrust's existing authority and 1,100+ pieces of IP into a predictable lead system beyond referrals and inbound search.



Results and Benefits



Significant ROI

Braintrust generated US\$40,000 in new business and US\$120,000 in pipeline value, achieving 8.5x return on ad spend from cash collected.



Long-Term Visibility & Trust

The campaigns positioned Randall as a top of mind authority among C-suite leaders, creating ongoing opportunities for future engagements.



Qualified Lead Generation

The campaign delivered 132 high-quality leads, including 121 verified business emails from senior-level prospects aligned with Braintrust's target market.



New Pipeline

LinkedIn became a new route to market beyond referrals, inbound search, and existing networks.

The Journey

Braintrust already had strong authority, deep expertise, and more than 1,100 pieces of IP, but growth was still mostly coming from referrals and inbound search.

We helped turn that existing thought leadership into targeted LinkedIn campaigns built for CEOs, board members, and senior decision-makers.

The result was a new business development channel: **US\$40,000 in closed revenue**, **US\$120,000 in pipeline value**, and a **26x pipeline return** when future opportunities were included.



"We've already closed US\$40,000 in new business, with a pipeline worth another US\$120,000. **That one deal alone made the entire investment worthwhile.**"

Randall Craig | Braintrust

[View Detailed Case Study](#)



Want Predictable B2B Lead Generation?

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