

How We Built a LinkedIn Content System That Took Profit Labs From \$0 to \$19,250 MRR and 20+ Sales Calls in 60 Days



Results:

- Achieved an all-time high of 124,032 impressions
- Grew his LinkedIn following by 4,500+ followers since the start of engagement
- Booked 20+ sales calls through LinkedIn
- Closed \$19,250 in monthly recurring revenue
- Grew agency from solo founder to 6 total team members

About the Client:

Eli Rubel is the founder of [Matter Made](#), a demand generation agency, and [NoBoringDesign](#), a design agency. Since 2020, his businesses have generated more than \$10M in profit.

When he began working with HatTip Agency (the agency I worked under), he had 15,604 LinkedIn followers. As of August 2025, his audience has grown to 20,063.

This year, Eli launched a third venture, [Profit Labs](#), which helps agencies improve their bookkeeping and accounting. Using proprietary backend models, he guides owners toward greater profitability and supports better financial decisions on hiring, firing, and managing expenses.

Services: LinkedIn Ghostwriting

This includes:

- Prompting questions for a content interview with the startup founder
- Brainstorming compelling topics that include top, middle, and bottom-of-funnel to help capture leads with his ICP
- Draft posts using LLM
- Edit posts with human optimization and LLM
- Ensure copy and topics are geared towards solving ICP pain points

For this client, I developed and executed a full-cycle LinkedIn content strategy, from founder interviews and topic ideation to AI-assisted drafting and human refinement. The goal was to capture attention at every stage of the funnel.

Note: My role was to write the content, not the engagement or connection requests:

Our Approach To Capturing Leads And Booking Appointments Through LinkedIn

We built Eli's LinkedIn presence around one goal: attracting qualified agency owners to start conversations and book calls for Profit Labs.

To do that, we focused on 4 key levers:

1. Pinpointing Pain Points That Convert

We developed content topics directly tied to the financial frustrations agency owners face. Posts addressed gaps in bookkeeping knowledge, accountants who don't understand agency models, the difficulty of forecasting profits, and uncertainty around when to hire or fire.

Each topic positioned Eli as the go-to expert for fixing these problems.

2. Showcasing Growth in Real Time

We put out monthly "building in public" recaps that gave followers an inside look at how Profit Labs was scaling.

These updates made Eli relatable and showed he practiced the same strategies he recommended to clients.

3. Diversifying Content Formats for Reach and Engagement

We used multiple content styles to keep his feed engaging and persuasive. This included misconception-busting posts, list-style breakdowns, lead magnets or lead-magnet giveaways, and webinar announcements.

Some posts leaned into storytelling to highlight client wins and lessons learned.

4. Translating His Voice into Scroll-Stopping Copy

Eli's tone is direct, witty, and brash.

We leaned into that personality, ensuring every post reflected his authentic style while still driving readers toward a conversation about their agency finances.

This LinkedIn strategy helped position Eli as one of the most visible and trusted voices in the agency finance space

How We Leveraged LLM to Produce Higher Quality Copy

1. We create a projects tab for each client account.

2. We feed Claude with:

- 20 best-performing LinkedIn posts for that specific client
- All past content interview transcripts
- A deep research report on the client, including everything publicly available about them and their market position
- The client's onboarding form
- Any additional documents the client provides, such as competitor analysis or ICP lists

3. We create a detailed prompt that includes:

- Assigning AI a specific role (e.g., "You are a world-class copywriter who specializes in creating viral LinkedIn posts")
- Explaining the goal of the copy, the structure, and any relevant context, such as the client's beliefs on the topic
- Including the pain points of the ICP in the prompt
- Adding guardrails to avoid common AI issues, such as rhetorical questions or the "It's not about [x], it's about [y]" structure

4. We begin the editing process using a critical eye to analyze every sentence and add a human touch.

5. We have Claude perform a final pass to:

- Suggest objective improvements to structure and flow
- Run the content through a checklist to ensure the hook is strong, the flow is connected, and no sentences feel out of place
- Confirm every sentence ties back to the main point and closes the loop

Examples

Below, we've highlighted some of the example posts that I've ghostwritten along with the accompanying picture of the post.

Post 1: Building In Public

60 days ago, I was ready to walk away from Profit Labs. Now we're at \$19,250 MRR, and we have 6 team members (4 in PH, 1 LATAM, 1 US). Here's the full recap of what happened in July:

THE GOOD

- Reached \$19,250 MRR
- Signed our biggest client to date 🎉
- Have much clearer PMF than before!

We went through early offering and pricing woes that had me closing at worse than 10% on inbound leads. This weighed on me for the first two weeks post-launch. I felt like everything I spent months planning and designing was a huge waste.

After changes to pricing and packaging, we signed a customer for \$4.25K/month on a 12-month term (bringing us to our new MRR number). Getting that buy-in shows we're seeing real traction with our messaging and offer, and gets me AMPED to continue.

My goal is to close the year with 20 clients and \$60k MRR.

THE BAD

- Had a great candidate for a Finance Manager slip through the cracks.

I offered this person a great salary, but they were offered equity by their current employer to stay. Frankly, there's not much I can do there. Charge it to the game.

- Planning a hire that will eat up 100% of profit.

This isn't a bad thing, it's very intentional actually. We are going to hire someone who will eat all of our profit short-term, but set up our company to scale to 20 clients without needing additional support after.

This isn't even necessarily "bad" long-term, but I guess you can say it is short-term.

OVERALL

I'm HYPED. Things are clicking. Revenue is up. Energy is back.

If you want to help me reach my goal and be one of those first 20 customers - shoot me a DM (I'll personally onboard you and ensure we help you crush your goals).

Post 2: Listicle-Style Content

I took 6 years to build 2 agencies that have printed \$1,000,000+ in profit/yr for the past 5 years straight. If I were 22 again, here are 7 steps I'd take to get there 5x faster:

1. Pick an in-demand service with high upside.

In 2025, the gold rush is agencies helping businesses use AI (aka the social media marketing equivalent of my era).

2. Map out all the influencers in your niche.

Reach out to them and find ways to do content collaboration, channel partner, and channel selling agreements. My goal is to ingratiate myself with them and make sure they know what I offer.

3. Anchor the offer to a clear business case.

Let's say I'm targeting dental clinics. I'd pitch a system that cuts out an entire headcount at each of their locations using AI.

4. Offer free work in exchange.

For example, I'd find speakers at all the dental conferences (influencers, in this case) and offer to work for free in exchange for case studies and testimonials. It's a win-win because they get free work. And I get social proof that I can parlay into paying clients.

5. Build a strong outbound engine.

I'd be in the weeds sending cold emails and be active on LinkedIn. And specifically, I'd spend an hour a day leaving genuine comments on my ICPs post and giving them free value where I can.

6. Start a podcast.

Invite ICP-fit guests to build relationships and help build their brand. You learn about their pain points, and by nature of spending time together they're passively learning what you have to offer, sans sales pitch. If it goes well, you can leverage their network. And it also doubles as content to repurpose on social.

7. Experiment with ads but expect very little from them (as an agency)

I'd test paid channels using specific pain-driven angles, like a video ad showing how "BrightSmile Dental cut front desk costs by 50% using AI."

BONUS: Build in public, largely on social (or where your ICP hangs out).

I'd share my wins and losses and document every step of the journey. I'd make a list of 50+ questions my ICP has about a certain pain point, and I'd create content around them one by one to solve their problems.

Steal my free business advice. And if you build the next successful 7-figure Dental AI agency, I want royalties! ;)

Also, let me know what else you'd add.

How I'd Build A \$1M/year Profit Agency In 2025

- 1 Pick an in-demand service with high upside**
In 2025, the gold rush is agencies helping businesses use AI (aka the social media marketing equivalent of my era)
- 2 Map out all the influencers in your niche**
Reach out to them for content collaborations, channel partnerships, and selling agreements
- 3 Anchor the offer to a clear business case**
Example: Target dental clinics with a system that cuts entire headcount per location using AI
- 4 Offer free work in exchange**
Find conference speakers, offer free work for case studies and testimonials
- 5 Build a strong outbound engine**
Cold emails, LinkedIn activity, 1 hour daily commenting on ICP posts with genuine value
- 6 Start a podcast**
Invite ICP guests, build relationships, learn pain points, leverage networks
- 7 Experiment with ads**
Test paid channels with pain-driven angles like "BrightSmile Dental cut front desk costs by 50% using AI"

Post 3: Story/Lifestyle

After my \$3,000,000 exit in 2014, I took a 4-month motorcycle trip from Oregon to Panama. During that time, I encountered old folks sharing their sage wisdom that I wouldn't understand (and even thought down on at the time) until years later.

To set the scene, I was 23 years old. Fresh off selling my first SaaS company, Glider, I was on top of the world. I rode through Mexico and all of Central America (with the exception of Belize) with a buddy. We ate, we drank, I took conference calls (when I could find reception) with our acquiring company from my helmet.

Along the way, old people would come up to us saying something like, "You boys better enjoy this. You're on the trip of a lifetime."

I'd nod politely, but I'd laugh at them in my head: "C'mon, old man. This is the first of many awesome, epic adventures. You're old school. Tired. Maybe you just didn't prioritize adventuring enough."

14 years later, now 37, I realize, unfortunately, that they were right, and I... was ignorant.

There was so much wisdom in what they said to me. I was just too young and dumb to receive it.

These days, I have a wife, 2 kids, 2 dogs, and 3 agencies, with 45+ employees. My body's older. My energy is slower. My willingness to sleep in a hostel, or be chased down a mountain at gunpoint, or rip around blind corners in knee deep sand over the undulating terrain of an unforgiving desert at 80mph is... non-existent.

I used to think it was simply about making the time. But now I see that there are seasons in life for certain things, and when those seasons pass, they pass. Sure, I could force it and "check the box" - take the pics, tell the stories, get the dopamine. I could fake it. But that's not the point.

That's not "it"

Even more, I'm sure there are things I can do now that I won't be willing to do by the time I'm 50.

And that's the point of this post: always take time away when you can.

These are the fucking days. Right now. Today.

Too many agency owners are afraid to even take a day off, let alone a fully unplugged week or two. The constant paranoia of having to ensure clients needs are met and supporting their team is something I'm all too familiar with.

But the business is always going to demand more, so there's never going to be a "perfect" moment to check out.

P.S. I even sold my entire collection of motorcycles, except an old 1972 BMW R75/5 named Charlie, which I plan to pass down to my daughters when they're old enough to ride, and I'm too tired to

convince them not to.



Post 4: Asset-Giveaway

I spent 5 years perfecting the profit model that helped me generate \$10M in profit since 2020. Today I'm giving it away for FREE.

Most agency owners set pricing based on what "feels right" or what competitors charge. They hire when things get busy and panic when margins drop.

This model eliminates all the guesswork. Plug in your numbers and it tells you:

- Exactly what to charge to hit your profit goals
- When you can afford to hire (and what role)
- Your real utilization rates vs what you think they are
- How many clients you need to hit \$1M in profit

I wish I had this when I started. It would've saved me years of stress and easily \$500K+ in missed profit.

The agencies that have used this model all say the same thing: "I had no idea I was leaving this much money on the table."

One agency owner used it to realize their \$15K/month pricing was actually losing them money. They bumped to \$22K and his margins went from 18% to 41%.

Want the exact model?

Comment "MODEL" and I'll send it over.

Profit Labs

Category	Personnel	Status	Revenue	Profit
Phase 1 - Expenses				
Agency Salary	Non-Perennial	None	\$0.00	\$0.00
Agency Insurance	Non-Perennial	None	\$0.00	\$0.00
Agency Marketing	Non-Perennial	None	\$0.00	\$0.00
Agency Office	Non-Perennial	None	\$0.00	\$0.00
Agency Training	Non-Perennial	None	\$0.00	\$0.00
Agency Travel	Non-Perennial	None	\$0.00	\$0.00
Agency Other	Non-Perennial	None	\$0.00	\$0.00
Agency Total			\$0.00	\$0.00
Phase 2 - Staff				
Agency Salary	Non-Perennial	None	\$0.00	\$0.00
Agency Insurance	Non-Perennial	None	\$0.00	\$0.00
Agency Marketing	Non-Perennial	None	\$0.00	\$0.00
Agency Office	Non-Perennial	None	\$0.00	\$0.00
Agency Training	Non-Perennial	None	\$0.00	\$0.00
Agency Travel	Non-Perennial	None	\$0.00	\$0.00
Agency Other	Non-Perennial	None	\$0.00	\$0.00
Agency Total			\$0.00	\$0.00
Phase 3 - Overhead				
Agency Salary	Non-Perennial	None	\$0.00	\$0.00
Agency Insurance	Non-Perennial	None	\$0.00	\$0.00
Agency Marketing	Non-Perennial	None	\$0.00	\$0.00
Agency Office	Non-Perennial	None	\$0.00	\$0.00
Agency Training	Non-Perennial	None	\$0.00	\$0.00
Agency Travel	Non-Perennial	None	\$0.00	\$0.00
Agency Other	Non-Perennial	None	\$0.00	\$0.00
Agency Total			\$0.00	\$0.00

107 437 comments

Post 5 - Painpoint Driven

I advise agency owners to fire employees when they're overstaffed for 3+ months. But I broke my own rule, and here's why:

For context, I don't think any agency owner should run a business without a profit model. You need a forecasting framework in place that maps:

- What your labor costs should be at each revenue milestone
- How many team members do you need to service that demand profitably
- The utilization rate of your employees to inform hiring/firing decisions

Without a profit model, you're flying blind, and it would scare the living crap out of me.

Currently, we use our Profit Command Center, which is a real-time dashboard that aggregates:

- Profit margin by client

- Time sensitive financial data
- Team utilization data

So let's say we're doing \$200,000 a month, and suddenly drop to \$50,000. The model tells me exactly how many of each role type I should keep to match that demand. And it works the same in reverse.

That said, our golden rule is simple: if utilization drops below 75% for three consecutive months, it's time to cut. That's the threshold we use to make sure we're not carrying excess headcount.

But right now, one of my agencies is sitting at 60%. We're overstaffed, and by our own rulebook, We should've let people go by now. We didn't, and here's why:

1. We're about to launch a few major (sales) initiatives that will drive utilization backup.
2. If we made cuts now, we'd be scrambling to rehire in a month or two.

So, we made a calculated decision to take a short-term hit on profit and keep the team intact.

But again, this kind of decision only works when you have a profit model guiding you. Yes, it should serve as your guiding light, but you as the agency owner should have some level of taste and tribal knowledge to overrule it if needed. Just be careful not to fall into the trap of running a charity.

Too many agency owners do and then find themselves resenting their businesses.

If you're curious about what our Profit Command Center would look like with your agency's numbers, let me know. I'd be happy to show you.



Final Takeaway

We intentionally were on the nose about which topics drove the most interest and Eli's unique take and approach to agency finances.

Having already built two multi-7-figure agencies, Eli was well-positioned to leverage his existing authority and parlay LinkedIn into a consistent source of sales calls for Profit Labs.

We zeroed in on:

- Strategic topic selection. We dug into the problems agency owners actually face and framed them with fresh, differentiated angles that stood apart from typical "LinkedIn guru" content.
- Authentic brand voice. We wrote in Eli's hyper-practical, witty tone so every post felt unmistakably his.
- Scannable, engaging copy. We structured each post for easy reading while still driving conversations about his services.

The result was a steady pipeline of qualified leads and a stronger presence in the agency finance space.