



The System That Booked Me 5,000+ Meetings on LinkedIn (Without Spending a Dollar on Ads)

Look, I need to tell you something upfront:

I'm cheating.

Not in a shady way. But I'm playing a completely different game than everyone else on LinkedIn.

While everyone's out there running "lead generation systems," I'm running a **trust generation system**.

And that changes everything.

Here's What I Mean

Most people on LinkedIn are trying to:

- Send more DMs
- Post more content
- Book more calls
- Close more deals

They're optimizing for volume. For speed. For "hacks."

I'm optimizing for one thing: **Trust density**.

Because here's what I discovered after booking 5,000+ meetings in 2 years:

People don't buy from who's loudest. They buy from who they trust most.

And trust isn't built through tactics. It's built through systems.

The Game Everyone Else Is Playing

The traditional LinkedIn playbook looks like this:

- Spray and pray connection requests
- Copy-paste DM templates
- Post generic "value" content
- Hope something sticks

It's exhausting. It feels gross. And worst of all?

It barely fucking works.

You know that feeling when you send a DM and immediately feel like a weirdo? That's because you're playing the wrong game.

The Game I'm Playing (And Teaching)

I don't run a lead generation system.

I run a **Trust OS** - a Trust Operating System.

Here's the difference:

Lead Generation System:

- Focus: How many people can I reach?
- Metric: Number of leads
- Feeling: Desperate
- Result: Maybe some quick wins, then burnout

Trust Operating System:

- Focus: How deeply can I serve?
- Metric: Quality of relationships
- Feeling: Aligned
- Result: Compound growth that never stops

This isn't some magic trick. It's just physics.

Trust compounds. Tactics don't.

Why This Matters For You

Every single day you spend playing the volume game is a day you're not building your Trust OS.

And here's the thing - once you build a Trust OS, lead generation becomes automatic.

I don't chase leads anymore. They come to me.

Not because I'm special. But because I spent 2 years making trust deposits instead of withdrawal requests.

My clients get the same results. Scroll to the bottom of this page and watch what happens when it "finally clicks" for them.

They all say the same thing: "I'm not doing more. I'm doing something completely different."

The System I'm Going to Teach You

This isn't about working harder. It's about working on the right physics.

I'm going to show you:

- How to build your own Trust OS
- Why the 3C Framework changes everything
- How to make every conversation feel natural
- Why monthly offer campaigns remove all the weird energy
- How to build a system that gets better every single day

But first, you need to understand something...

The 6 Gates of Trust (Or: Why Most LinkedIn Advice Gets It Backwards)

Here's what nobody teaches about how people actually buy:

Every single person who becomes your client passes through 6 psychological gates.
Not 5. Not 7. Exactly 6.

And if you try to skip a gate? The trust breaks. The conversation dies. You feel like a weirdo.

Let me show you:

Gate 1: Attention

"Oh, this person exists"

This is where 99% of people are with you right now. They have no idea who you are or what you do.

What most people do: Spam connection requests trying to jump straight to selling

What actually works: Become visible in their world naturally

Gate 2: Interest

"Hmm, what's their deal?"

Something you said caught their attention. Maybe a comment. Maybe a post. They're paying attention now.

What most people do: Hit them with a pitch

What actually works: Let them observe you being helpful to others

Gate 3: Desire

"I want what they have"

They start seeing themselves in your stories. Your results. Your client wins. They're imagining.

What most people do: "HEY I NOTICED YOU VIEWED MY PROFILE WANT TO CHAT?"

What actually works: Keep making trust deposits. Share transformations that mirror their situation.

Gate 4: Trust

"I believe this person can help ME"

The big shift. They go from "this is cool" to "this could work for me specifically."

What most people do: Feature-dump and try to convince

What actually works: Diagnose before you prescribe. Understand their specific situation.

Gate 5: Action

"Yes, let's do this"

They reach out. Book a call. Take the step. This isn't you closing them - it's them stepping forward.

What most people do: Pressure and chase

What actually works: Make the next step obvious and easy

Gate 6: Advocacy

"You NEED to work with this person"

They become your trust amplifiers. One advocate brings 10 more through Gate 1.

What most people do: Celebrate and disappear

What actually works: Overdeliver and stay connected

Here's Why This Changes Everything

Most LinkedIn "experts" teach you tactics for Gate 5 when your prospects are at Gate 1.

No wonder it feels weird. You're trying to ask someone to marry you on the first date.

My entire system is built on one principle:

Make trust deposits at every gate until moving forward feels inevitable.

Not pushy. Not weird. Inevitable.

The 3C Framework: How to Build Your Trust OS

This is where it gets practical.

I don't care how good your offer is. If you don't have these three elements working together, you're leaving money on the table:

C1: CONTENT (One-to-Many Trust Deposits)

This isn't about going "viral" or getting likes.

It's about making consistent trust deposits in your audience's mental bank account.

Every post should do one of three things:

1. Show them you understand their problem (empathy)
2. Give them a new way to think about it (insight)
3. Prove you can solve it (evidence)

The key: Your content should make sales calls shorter, not necessary.

When someone's been reading your content for 3 months, they show up pre-sold.
The call is just logistics.

C2: CONVERSATIONS (One-to-One Trust Building)

This is where most people fuck it up.

They think conversations are about "qualifying" or "closing."

Wrong.

Conversations are about understanding someone so deeply that the solution becomes obvious.

My conversation framework:

- Start with curiosity, not pitches
- Diagnose before prescribing
- Make the next step feel natural
- Never force timing

The key: If a conversation feels weird, you skipped a trust gate.

C3: CONVERSION MECHANICS (Removing Friction)

This is all the "boring" stuff that actually matters:

- Your profile (trust container)
- Your offer clarity (confusion kills trust)
- Your follow-up systems (consistency builds trust)
- Your social proof (evidence accelerates trust)

The key: Make saying yes easier than saying no.

The Monthly Offer Campaign Secret

Here's what transformed my business:

Instead of "always be closing," I run monthly offer campaigns.

Think of it like a restaurant having a weekly special. There's always something happening, but it's not desperate.

This does three things:

1. Creates natural urgency without pressure
2. Gives context to every conversation
3. Removes weird energy (there's always next month)

Some months it's a workshop. Some months it's a cohort launch. Some months it's just "I have 3 spots open."

The point is rhythm, not pressure.

The Compound Effect: Why This System Only Gets Better

Here's what nobody tells you about building a Trust OS:

Traditional lead gen is linear:

- Send 100 DMs → Get 10 responses → Book 2 calls → Close 1
- Next month? Start from zero again.

Trust OS is exponential:

- Month 1: 100 trust deposits → 10 people at Gate 2
- Month 2: Those 10 bring 3 each → 30 more people aware
- Month 3: Your content gets shared → 100 new people enter Gate 1
- Month 6: People at Gate 6 are sending you referrals

The math:

- Linear: 100 activities = 1 client (every time)
- Trust OS: 100 activities = 1 client (month 1), 3 clients (month 3), 10 clients (month 6)

Why? Because trust deposits don't expire. That post you wrote 6 months ago? Still working. That conversation from last year? They remember.

Every single thing you do in the Trust OS builds on everything before it.

This is why my clients say "it finally clicked" - there's a tipping point where the compound effect kicks in and suddenly leads feel effortless.

What We Actually Build Together (The Implementation Path)

I'm not going to waste your time with vague promises. Here's exactly what we do:

Week 1-2: Offer Clarity & Immediate Campaign

First thing we do? Get you making money.

- Clarify your offer until a 10-year-old could understand it
- Launch your first monthly offer campaign (yes, in week 1)
- Start booking calls with people who already know you
- Get quick wins while we build the system

Why this matters: Most programs make you wait 8 weeks before you can sell anything. Fuck that. You're here to make money.

Week 3-6: Build Your 3C System

Now we build the machine:

Content System:

- Your content spine (what you stand for)
- Templates that sound like you, not ChatGPT
- Post structures that create inbound DMs

Conversation System:

- The Sell-by-Chat framework
- Diagnosis templates
- Follow-up sequences that feel natural

Conversion Mechanics:

- Profile optimization
- Social proof setup
- Tracking what actually drives revenue

Week 7-8: Scale & Optimize

This is where it gets fun:

- Analyze what's working (data, not feelings)
- Double down on your highest ROI activities
- Set up delegation/automation where it makes sense
- Plan your next 90 days

The Full Roadmap (See It Right Now)

I've mapped out the entire journey. Every step. Every milestone. Every tool.

→ [Click here to see The Path to Six Figures roadmap](#)

This isn't some vague "blueprint." It's the exact path my clients follow to go from stuck to scaling.

Open it. Look at it. This is what we're building together.

Ongoing Support:

- Weekly coaching calls (US, APAC, EU times)
- Monthly workshops on what's working NOW
- Full template library (DMs, posts, offers)
- Community of people actually implementing
- Direct feedback on your campaigns

The goal? By week 8, you have a fully functioning Trust OS that generates leads on demand.

Not hope. Not theory. A system you own.

Investment Options

I keep this simple. Two ways to work with me:

Option 1: Premium Implementation

- Full program access
- 1:1 calls with me
- Direct strategy feedback
- Custom reviews on your content + campaigns
- Ongoing access to me for strategic decisions

Option 2: Standard Implementation

- Full program access
- 8-week sprint to build your full Trust OS
- Weekly group calls and monthly workshops
- Access to all templates, scripts, and systems
- Community support + live feedback

Most people who come in are used to 3-month programs.

What's the difference between tracks?

Standard gives you everything you need. Premium gives you me in your corner personally debugging with you. Choose based on how fast you want to move.

Our Guarantee: Implementation = Results

Here's what I know after working with over 1,500 small business owners:

The system works. The only variable is whether you work the system.

So here's my guarantee:

If you have a proven offer that's already made sales (so we know your business fundamentals work), and you:

- Show up to the weekly coaching calls
- Implement the Sell-by-Chat system for 90 days
- Post at least 2x per week using our frameworks
- Stay active in the community and share your progress

...and you don't generate new clients from LinkedIn, we'll give you a complete refund.

But let me be clear: This isn't a "do nothing and get your money back" guarantee. That's not how business works. That's not how trust works.

I can give you the exact system that's generated millions for our clients. I can show you every step. I can review your DMs and content. But I can't do the work for you.

The truth is, every single person who's followed this system and actually implemented it has gotten results. Every. Single. One.

The only question is: Will you be someone who implements, or someone who collects another course?

How to Join

Just reply:

"TRUST - PREMIUM"

or

"TRUST - STANDARD"

And I'll send the current offer options privately.

I'll tailor it based on your goals, so you're not overcommitting or missing what you actually need.

I'll send you:

1. Payment link
2. Instant access to the pre-work
3. Calendar invite for June 18 kickoff
4. The Path to Six Figures roadmap

That's it. Clean and simple.

The Bottom Line:

You can keep playing the volume game. Keep feeling like a weirdo. Keep wondering why LinkedIn "doesn't work" for you.

Or you can build a Trust OS that compounds forever.

Your choice.

If you're ready to play a different game, reply "TRUST - PREMIUM" or "TRUST - STANDARD" and let's build your system.

— Matt

P.S. That weird feeling you get when doing LinkedIn outreach? It's not you. It's the system you're using. We fix that first. Everything else follows.

Still Not Convinced?

I get it. Let me show you what happens when people actually implement:

Just keep scrolling...

How Jose went from a Wage Cage to moving his whole family to Dubai—their dream for 5+ years and closing \$30k+ deals

K May 1 Weekly Huddle 2

0



1 hour 59 min 298 views



1.2x

1 hour 59 min ⚡ 1 hour 39 min

How Mando went from \$15k/mth to making \$125,000 in 6 weeks working together



2025/02/11 - Mando Sallavanti - Hot Se...

1



1 hour 33 min



1.03K views



1.2x

1 hour 33 min ⚡ 1 hour 17 min

How Josh grew from \$1.8M/yr to \$4.2M/yr in 6 months using our system

**Jan 21 - The hot seats - Josh Lowman**

0

**1 hour 2 min****555 views****1.2x****1 hour 2 min** ⚡ **51 min****How Tim closed \$70,000 in 5 weeks**

 Weekly Huddle 1 0

2 hours 4 min



176 views



1.2x

2 hours 4 min ⚡ 1 hour 43 min

How Jesse closed \$45,000 running 1 of our 7 day offer campaigns
—after spending 3+ year never finding a lead gen system that
worked



Hot Seat Weekly Huddle - September 24

0 comments



1 hour 43 min



417 views



1.2x

1 hour 43 min ⚡ 1 hour 25 min

How Bjion booked 300+ meetings, gained 20,000 followers, got 3,000,000 impressions and had 20+ viral lead magnets after working together



Mystery Hot Seat Weekly Huddle - Aug...

0



2 hours 8 min



218 views



1.2x

2 hours 8 min ⚡ 1 hour 47 min

Keenan has been with us for months. From having 1,200 followers + no meetings, he has gone up to... writing 2x viral posts, generates 1.3M impressions, and gained over 25 inbound meetings.

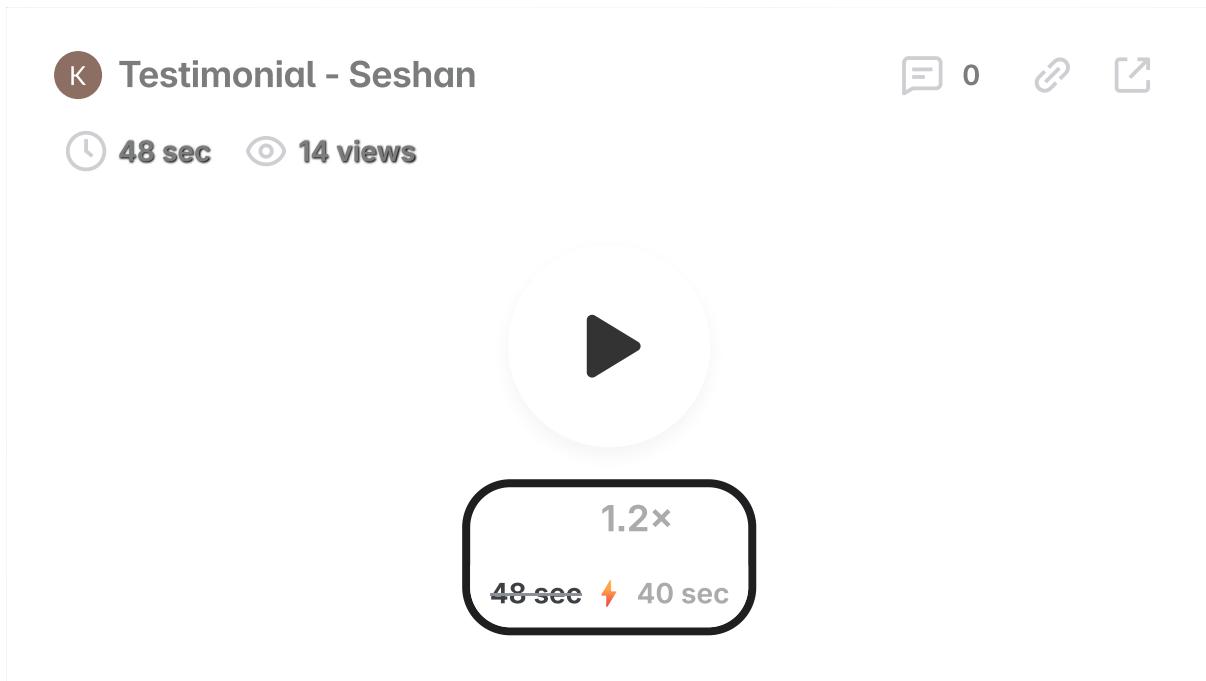
**The Hot Seat & Weekly Huddle - August 6**

0

**2 hours 2 min****317 views****1.2x****2 hours 2 min** ⚡ **1 hour 42 min**

just keep scrolling.....

Seshan Closed a \$72,000 a year client before even joining our program



Aaron went from \$4,000 a month to \$30,000 a month
and can't take anymore calls

 **Testimonial - Aaron Reeves** 0 **28 sec**  **11 views****1.2x****28 sec**  **23 sec**

Then 7 days later he confirmed \$50,452 sales for that same month



Aaron Reeves
3 11d · Wins

\$50,452 in sales since March & \$40,828 this month

This month:

\$27914 in high ticket

\$1914 in low ticket

\$11,000 in B2B deals

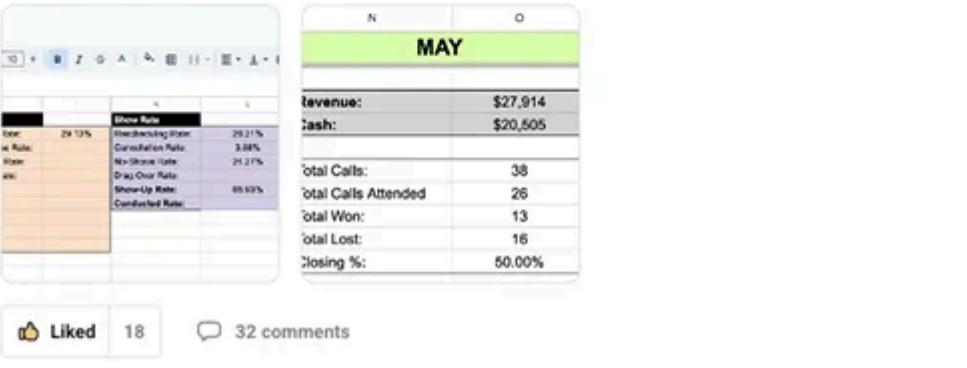
Honestly feels crazy to even type out. Before joining to this I was stuck at \$4K/month (15k with B2B) running a low ticket skool.

Not really getting anywhere since, applying Matt's offer structure & the 3 emails a week, and on building processes.

It's exploded.

\$50,452 in high ticket sales since March (which I would've only got \$12,000 from my previous low ticket offer), and I just set a record in May of \$40,828 and \$27,914 coming from high ticket sales.

High ticket is really the way building a brand makes everything easier.



The screenshot shows a LinkedIn post with two tables. The left table is titled 'MAY' and contains the following data:

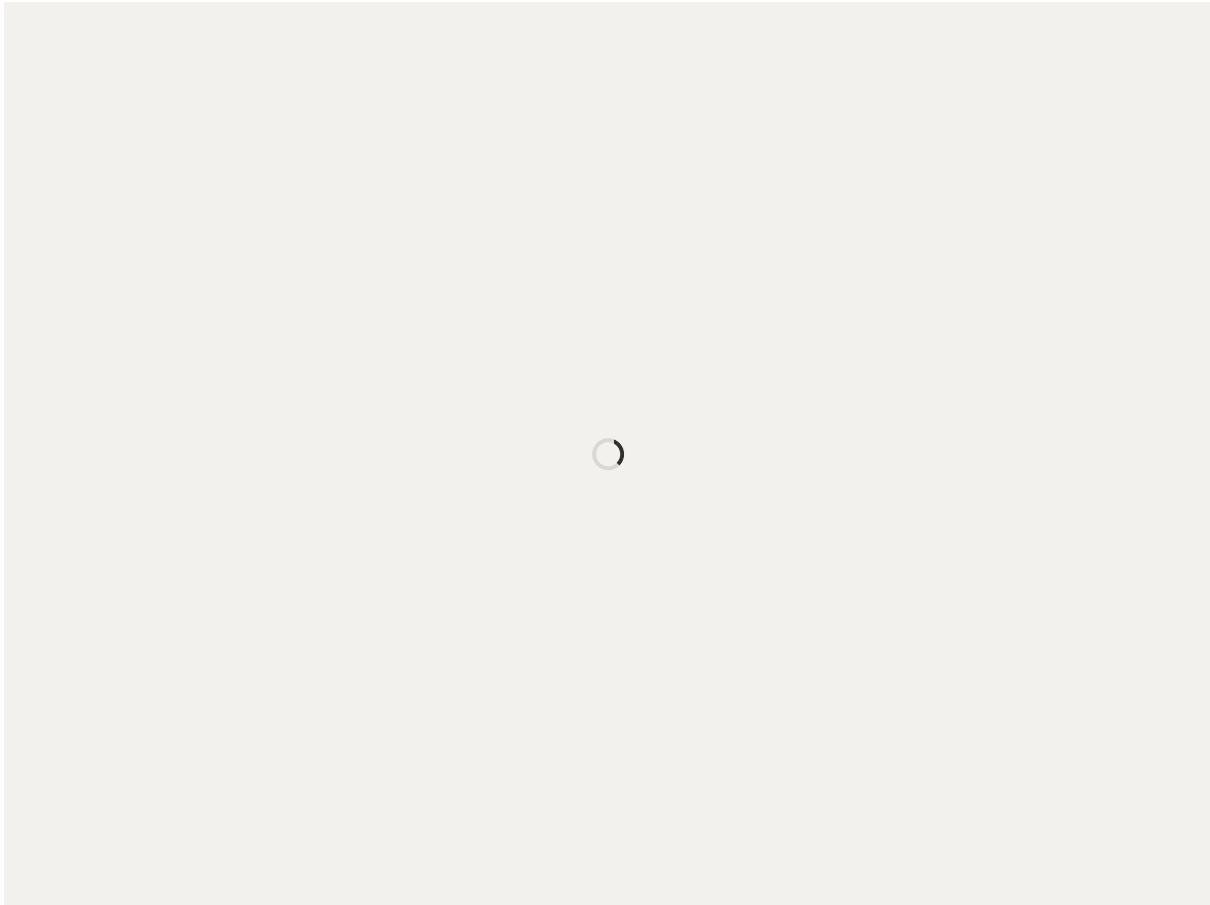
	MAY
Revenue:	\$27,914
Cash:	\$20,505
Total Calls:	38
Total Calls Attended:	26
Total Won:	13
Total Lost:	16
Closing %:	50.00%

The right table is a smaller grid with various performance metrics:

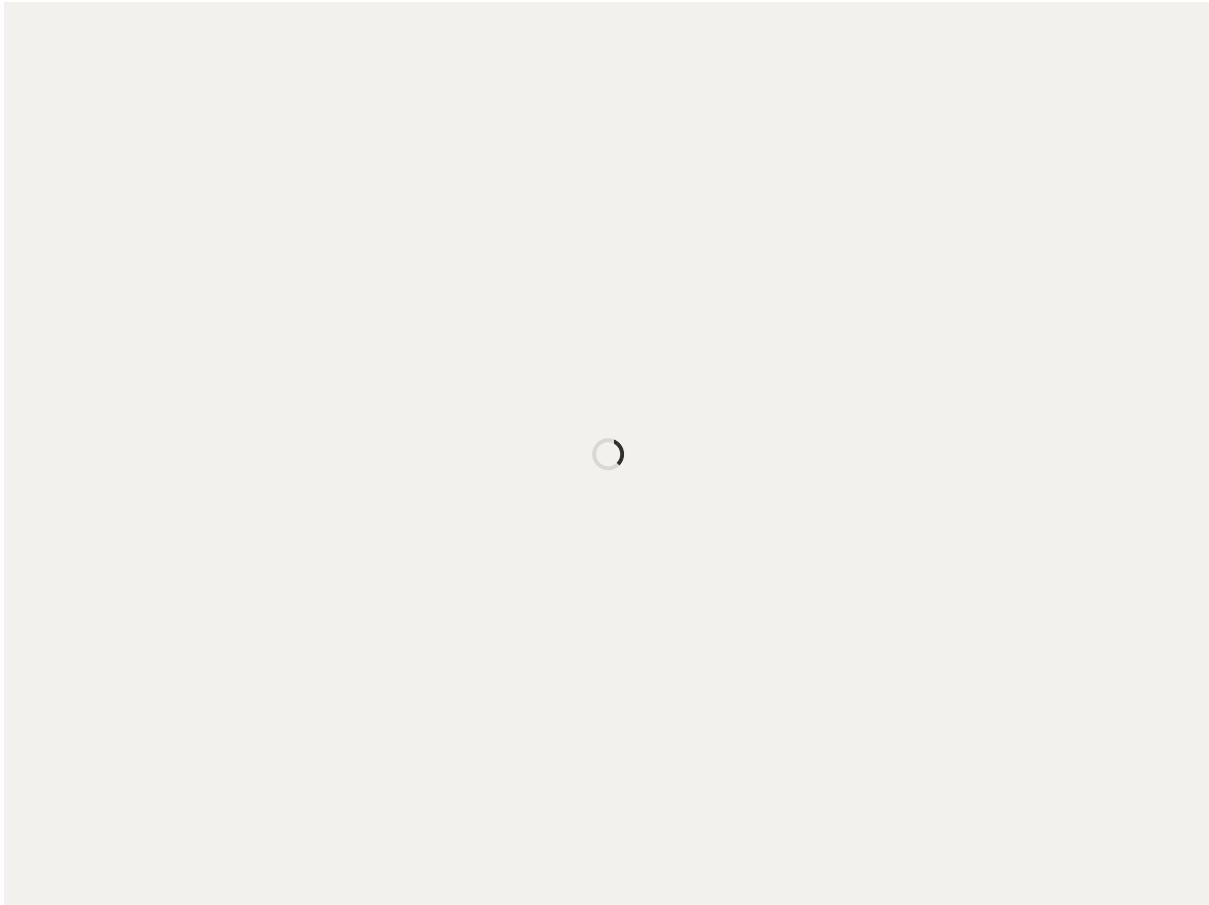
Show Rate	29.12%
Reaching Rate	29.21%
Conversion Rate	3.68%
No-Show Rate	21.27%
Drop-Off Rate	65.93%
Show-Up Rate	65.93%
Converted Rate	50.00%

Below the tables, there are engagement metrics: 18 likes and 32 comments.

Daniel helped his client close \$12,000 in their first month using our Tactics — and she then signed on with him for 24 months and paid him \$10,000 upfront



Ankit ran 1 of our Offer Campaigns and got 7 clients and now he is completely full and can't take on anyone else



Alex closed €7,500 from my FREE content then which saved him financially—then immediately joined our program



Alex Østergaard (He/Him) • 11:34 AM

Hey Matt,

No worries and I'll bear that in mind for next time ;)



Alex Østergaard (He/Him) • 11:36 AM

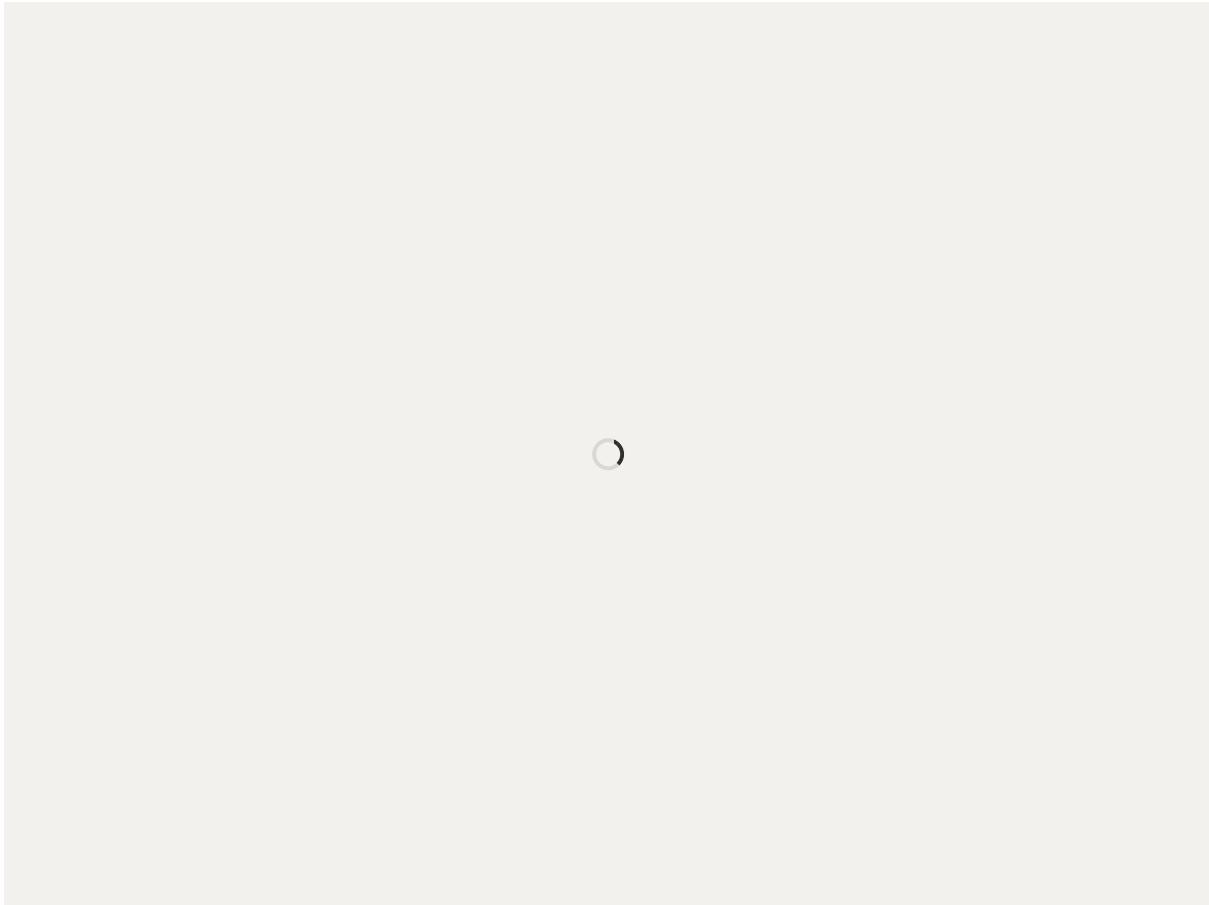
Actually the campaign results were pretty good! I signed 3 new clients and made €7500 😊 It genuinely saved me financially!

I haven't forgotten the pinkie promise but was waiting to sign one more client so that I can confidently join your program... which of course hasn't come yet

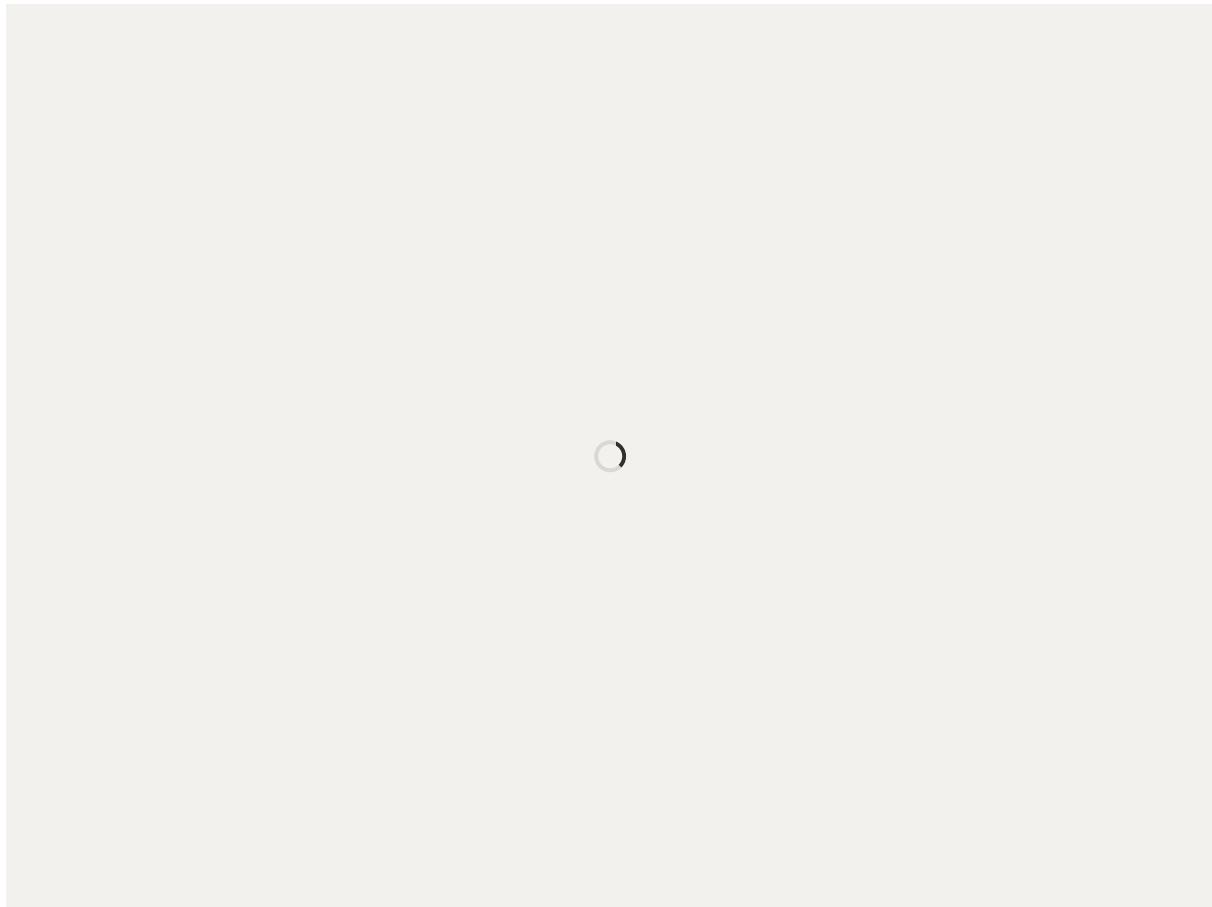
Would love to learn more about what's included in your program though

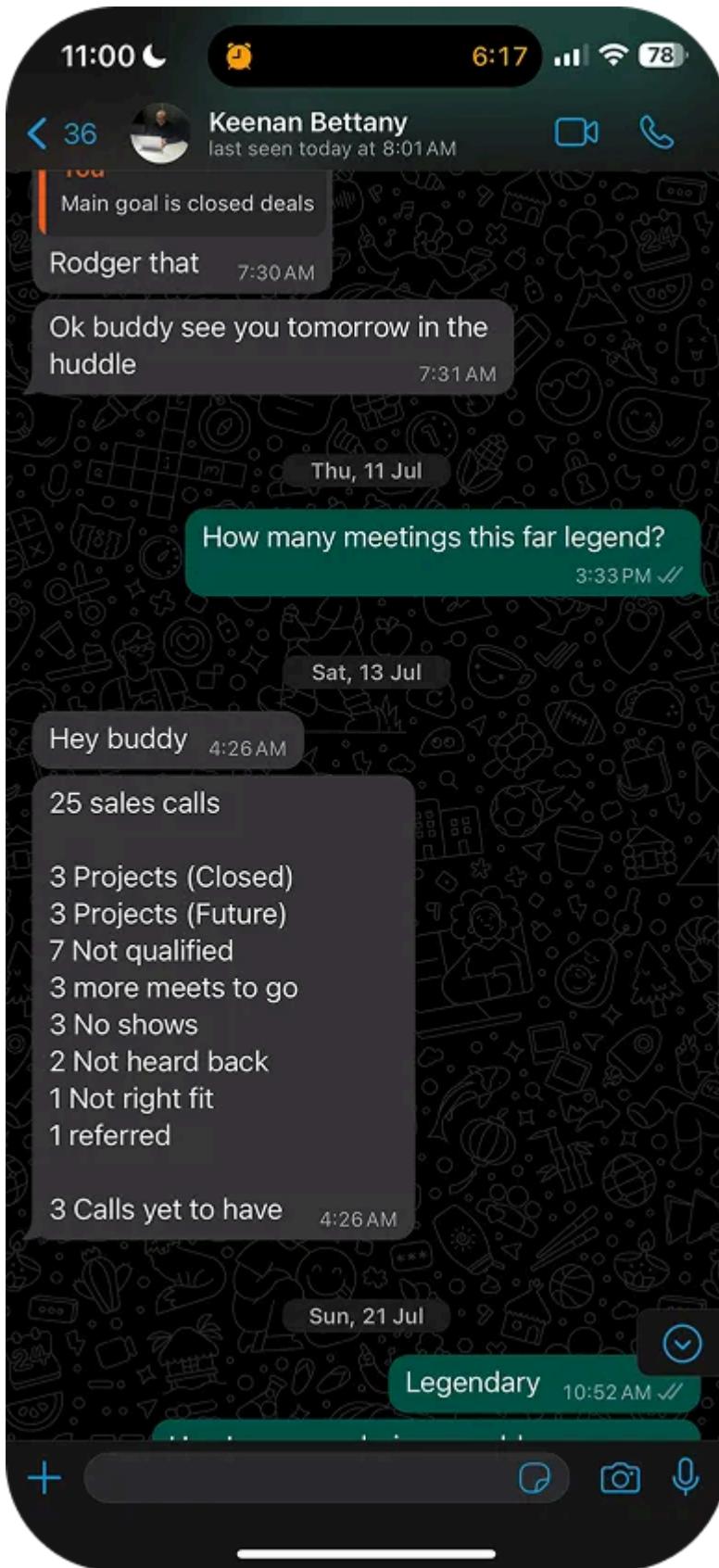
I've made my mind up to work with you but just saving up so that I can make the investment

Alex then ran his offer campaign a second time and got 25 warm leads from it

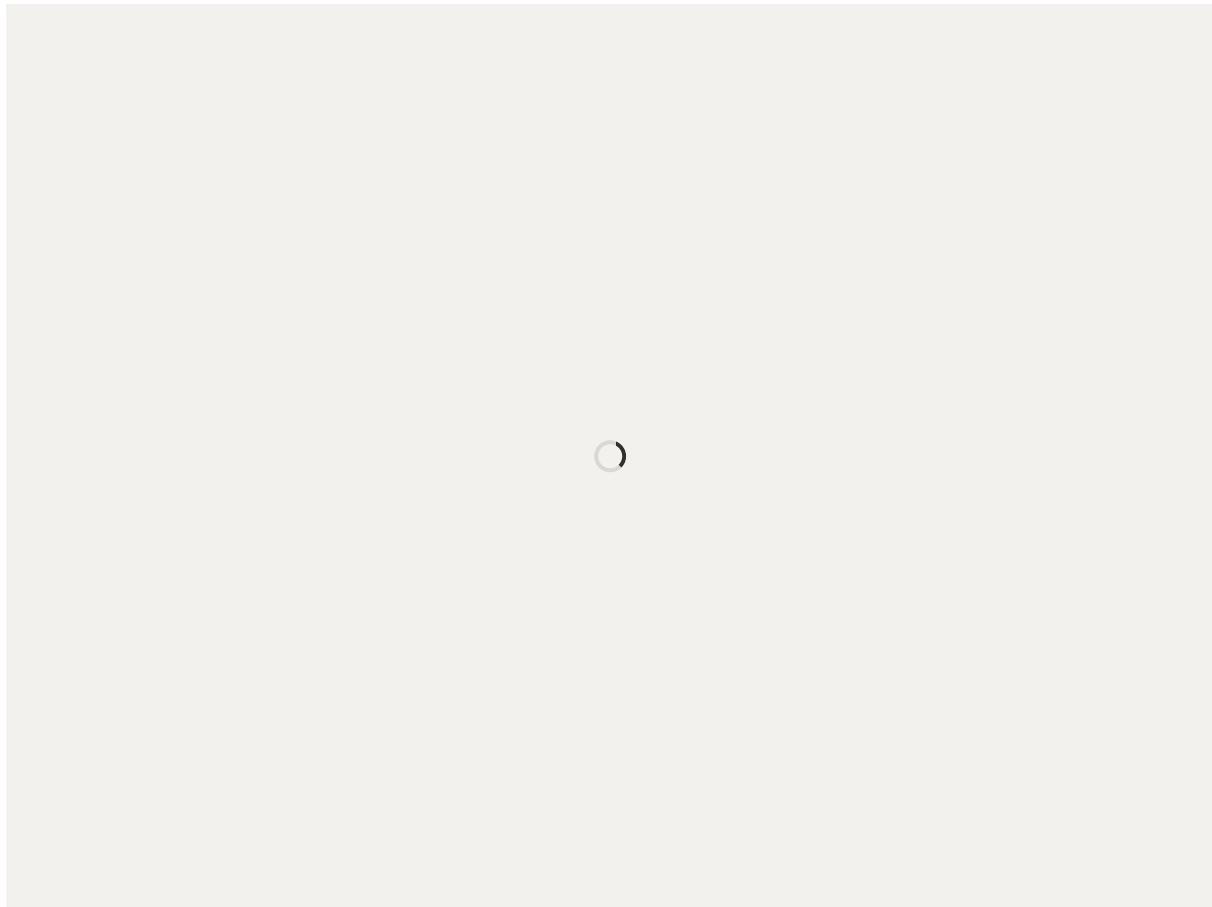


After only 2 months working together Keenan used, wrote 2x viral posts (Now 8 to date). generated 1.3M impressions, gained 10,000 followers, booked over 35 inbound meetings (from the 1 post and booked himself out for 6 months of business.

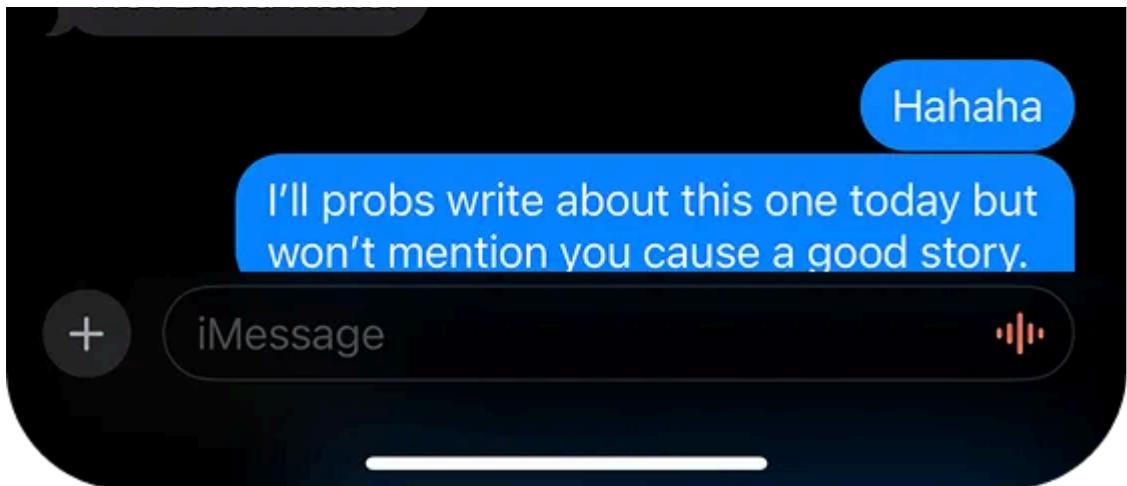




After joining our program Jeremy booked out for 2 months and closed a \$46,000 retainer







How Prakriti went from nearly broke and ZERO clients on LinkedIn (even though she got over 200 likes per post) to closing 4 clients in 2 months and hitting her goal of \$5k per month working with international clients



If You Prefer To Read

► CLICK ME 😊

Prakriti Sharma

Active 4d ago (9:10am in Calcutta)



Mar 29th 2024

Prakriti Sharma

5:31

Hey Matt, wanted to let you know I've closed my first Ghostwriting client on LinkedIn!!!

Prakriti Sharma

5:36

And I wanted to thank you because you gave me the courage to do cold outreach, and it's starting to pay off. This is only the beginning!!

Mar 30th 2024

Matthew Lakajev

9:51

Man this makes me sooooooo happy!!!

Matthew Lakajev

9:51

that is awesome.

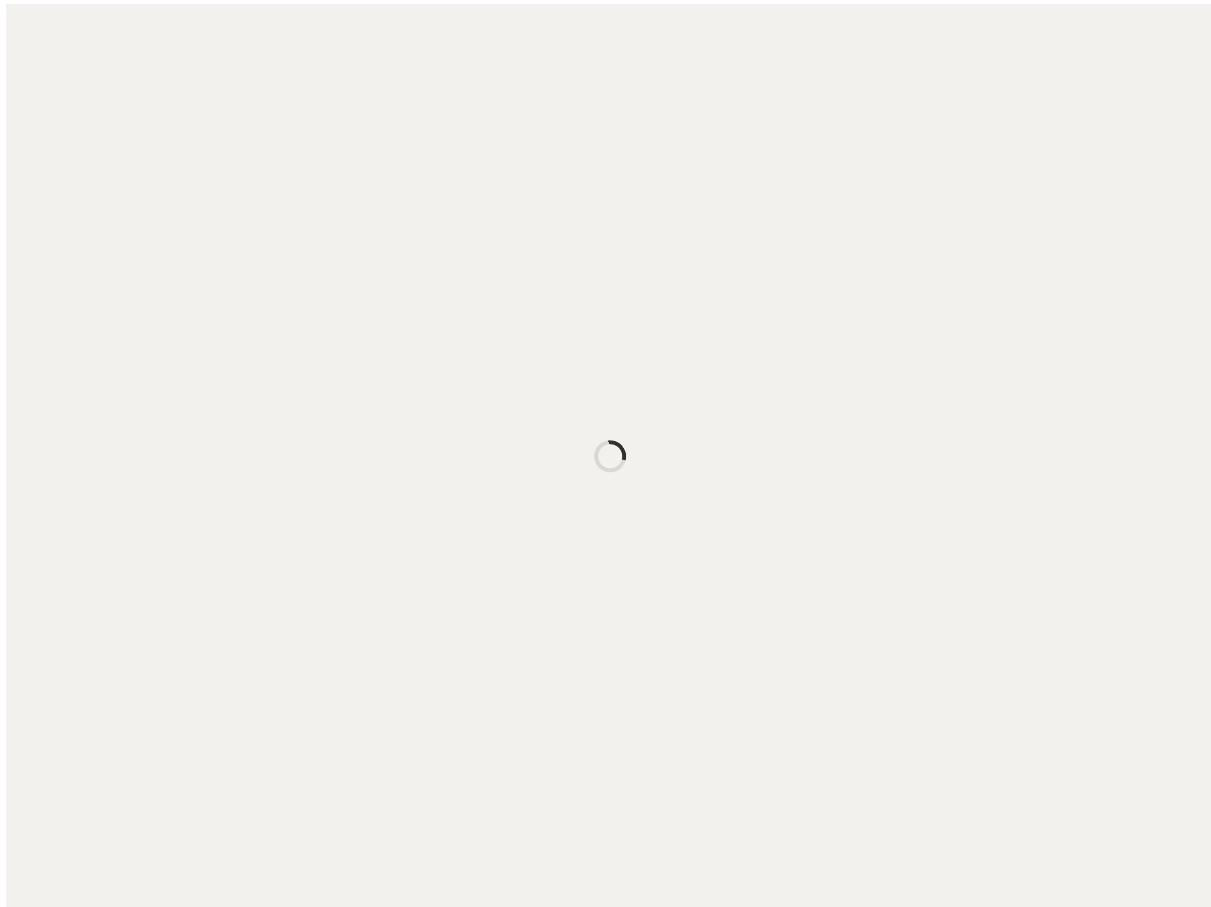
Matthew Lakajev

9:51

The first of many!

Mar 30th 2024

How I took Pranjal from his bank account nearly drying up to now booking 4-7 qualified meetings per week and selling \$9k in the past 6 days doing comfortably over \$10k per month in 2 months



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 Pranjal Patel

4 5d ago in Wins



Used 2 clients in 6 days

After learning and Iterating from what [@Matthew Lakajev](#) said

I - FAM (Book a meeting from a meeting)

Follow up - Book a 2nd call to build trust and rapport to finally close.

So far I've closed on 1st meeting.

So far I've closed 2 clients in last 6 days

Total calls booked : 7

Follow ups - 6

Booked - 1

Closed 2 (1 from previous week)

Total revenue in 6 days : \$9000 USD

So far I've closed 2 clients have started from my low ticket offer and will go upto my high ticket in the next couple of months - building LTV.

So far I've closed 2 clients - I'll have 2nd call with the client... [See more](#)

And now he's closing \$30,000 months

 Pranjal Patel

13h ago in Wins



February was my biggest sales month

I ended my sales this month,

Set a new sales PR record

Moved multi 5 figures in revenue \$25k to \$30K

From LinkedIn.

With 2 more ppl in my team,

Now we'll convert our clients into high ticket monthly retainers, getting us closer to \$100K MRR

Last year Feb, I made Zero.

Never give up, follow what [@Matthew Lakajev](#) teaches.

 Like

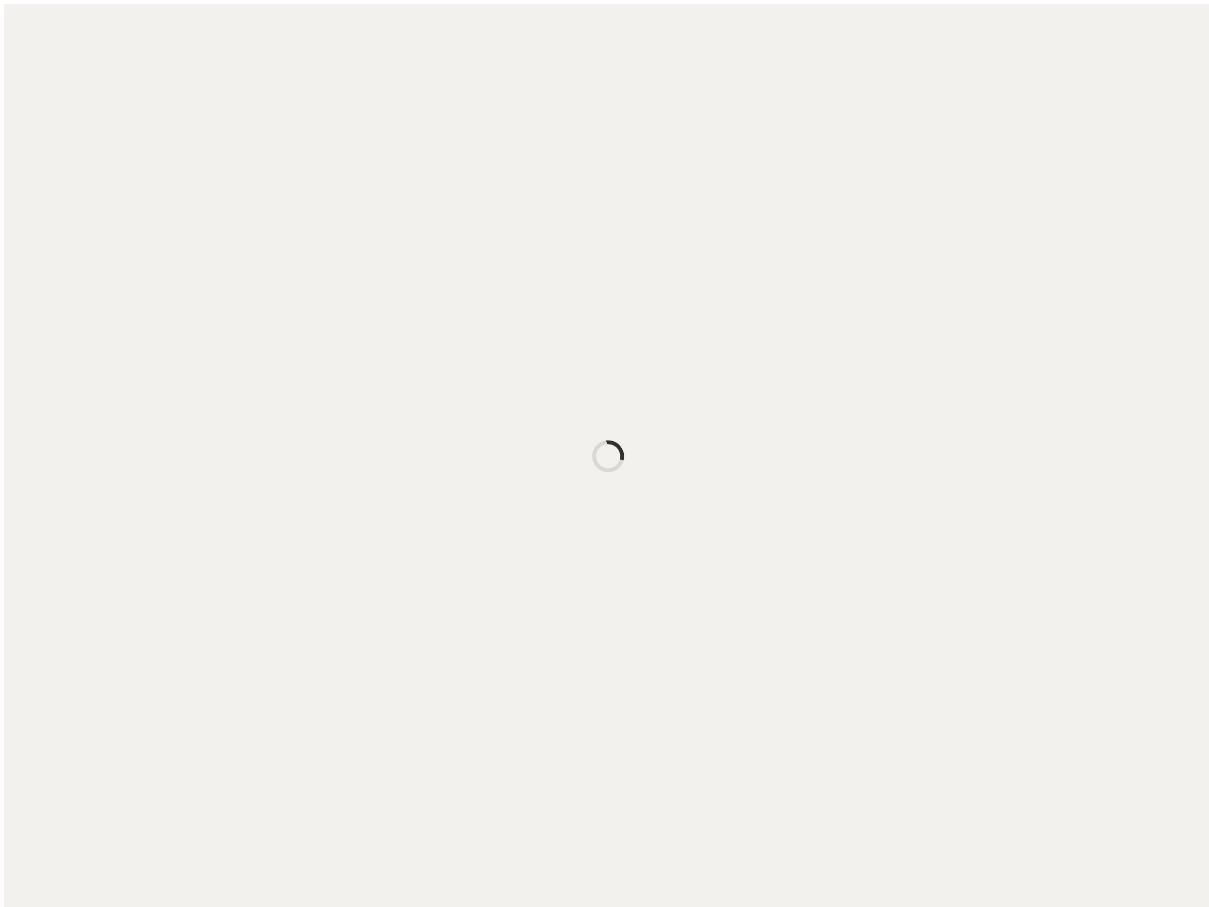
5

 4 comments Matthew Lakajev • 13h

LFG!!!!!! So happy for you legend :)

How Bea went from a creator not wanting to be "salesy" to booking and closing 4 deals in 1 week at \$7.5k after speaking to me for a couple of hours.

[Link to Bea's LinkedIn Profile HERE](#)



How Bea booked 4 calls closing all at \$7,500 in

- ▶ Bea's LinkedIn Post

If You Prefer To Read

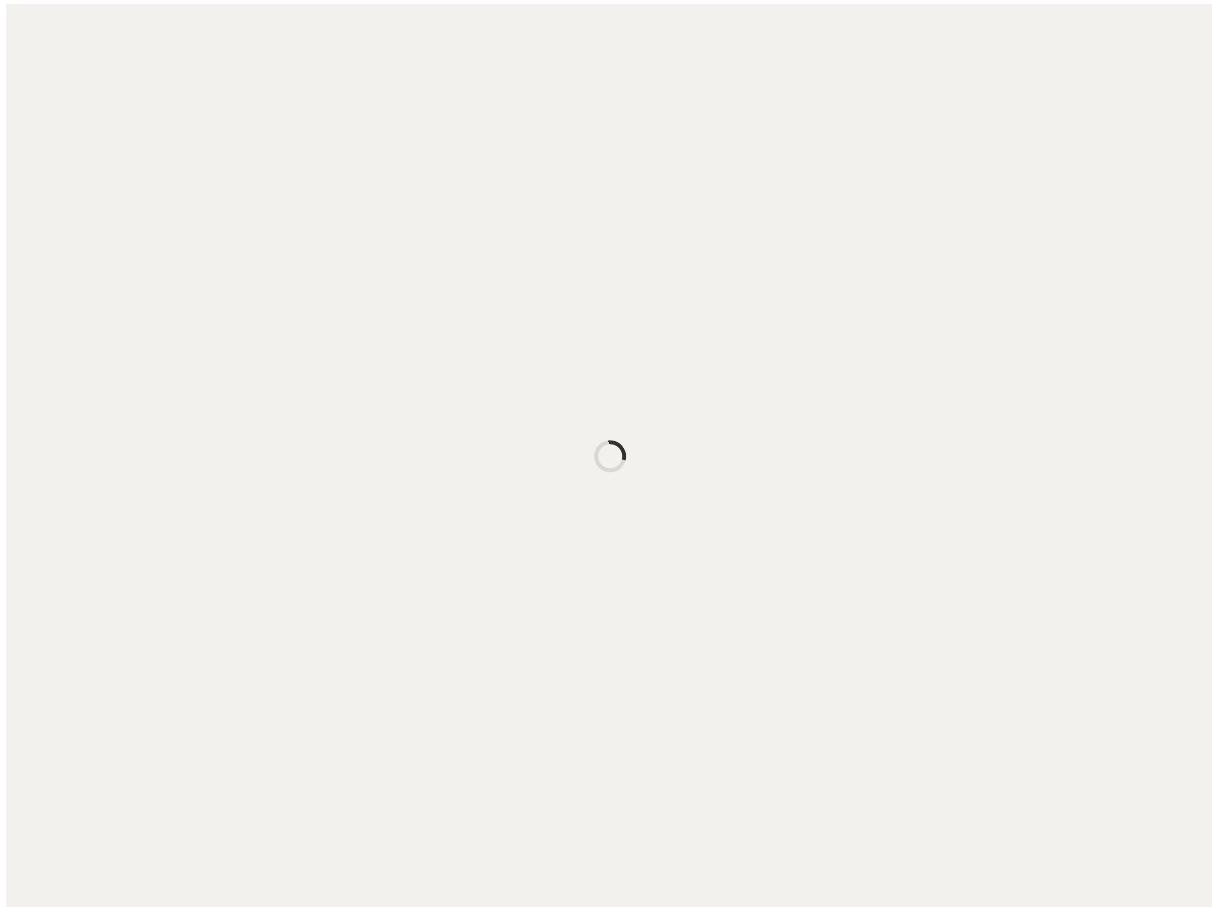
- ▶ **CLICK HERE** 😊

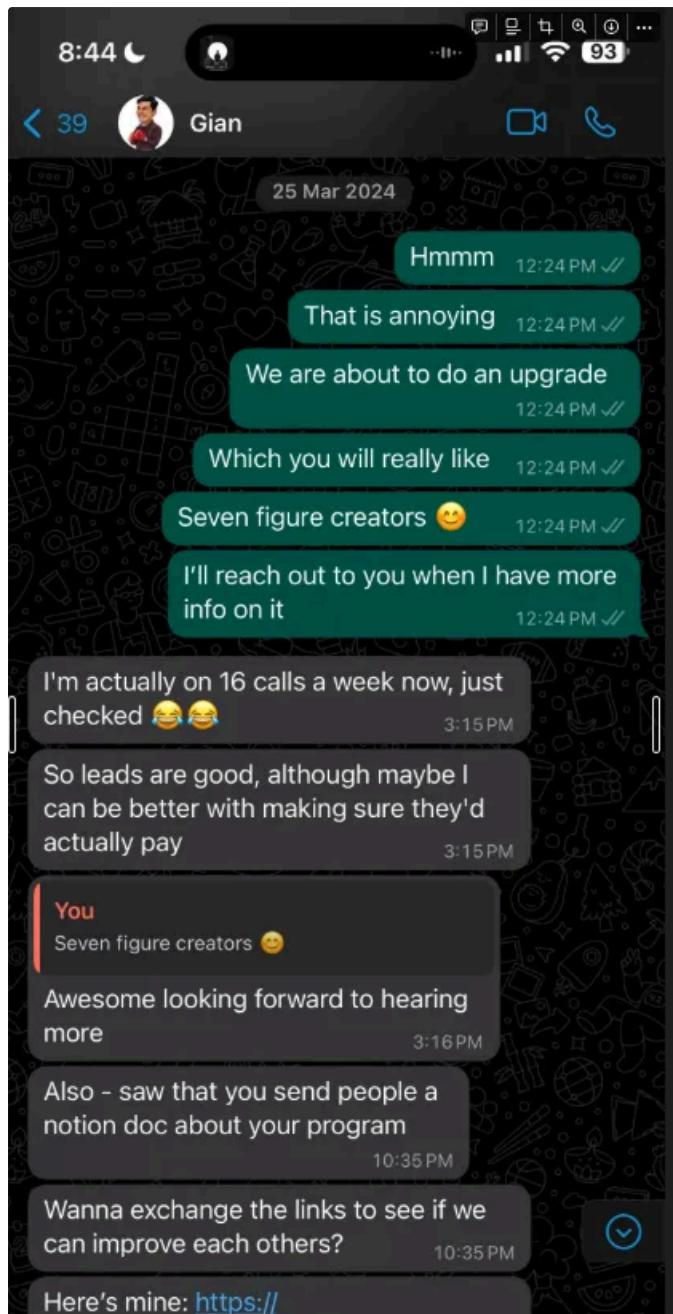
The video player interface shows a woman with long dark hair smiling and speaking. The transcript on the right side of the screen highlights specific parts of her speech with red arrows:

- 06:03 And all of the sudden I don't feel that of se
didn't put that pressure on the other perso
and it just felt more natural and then beca
that, I booked, I think in that week when I r
you, like four, four calls and I closed them :
- 06:18 So I made like 7.5k, um, 70s in seven days.
And it's like, it's like, it's a cool one call eve
weeks.
- 06:29 I literally, I was like, oh my god, it's possib
like, and the funny thing is that I didn't even
hard.
- 06:36 I literally, I was like, well, let's see where it
goes. And yeah, that was like, you know, m
blowing.
- 06:44 Yeah, it's funny how you talk about like, it's

How Gian tripled his sales meetings per week from 5 to 15 through our DM system even though his impressions dropped 40% during the time period

[Link to Gian's LinkedIn profile HERE](#)





If You Prefer To Read

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The video player interface shows a man in a white shirt sitting on a couch. The video controls include a play button, volume, and a 2.5x speed option. To the right is a transcript of the video content.

Edit Activity Transcript Views Settings

You can now edit your video using the transcript!

Q Search Copy Correct Tt D

06:22 And that's where I'm okay. I was amazing because it allowed me teach someone an much you gave them the spirit to actually someone and it's worked wonders.

06:32 Yeah, that's awesome. And just from what your results being, I guess, the changes in business as well. So say, pre and then pos what are some of the, because you were t me some crazy sales meeting numbers be

06:43 Yeah, I mean, yeah. So I've three X, I've th my sales meetings, so it's gone from aver five to like 15 to 16.

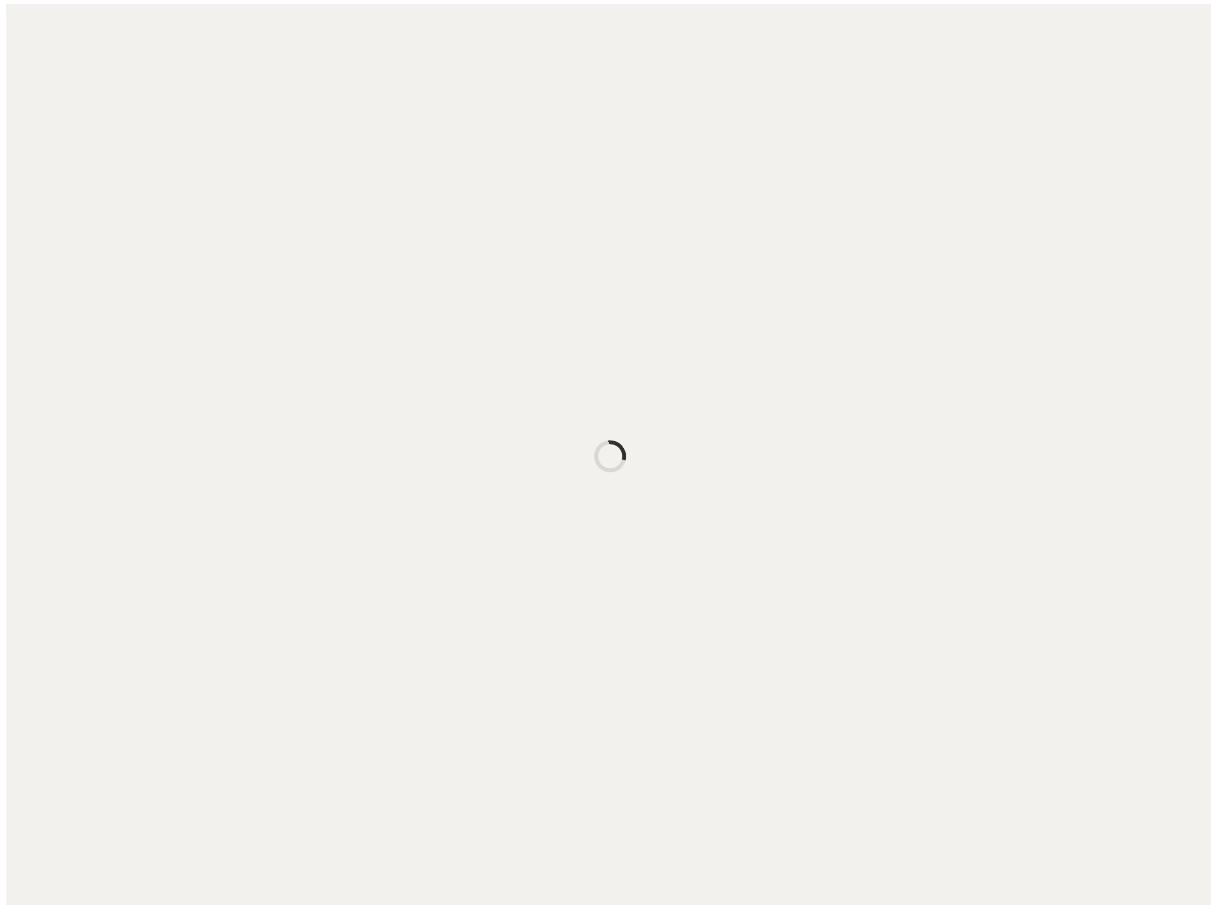
06:49 You we were talking before, but, you know anything, I'm, like, suffering from success I'm happy to meet myself.

06:56 So, you know, I need to start thinking abo maybe pre-qualifying better or going dow different with direct selling work on that.

07:03 So, yeah, I mean, I'm basically a point wh basically capped out with the sales cause

How Sean went from a pro in-person networker to also a pro digital networker and closing a \$50k deal after implementing our tactics

[Link to Sean's LinkedIn Profile HERE](#)



Sean McHugh to Everyone 7:10 PM



Thank you for closed business ❤️

\$9,100.50 banked so far from last campaign

\$3,915.76 - contract sent (settling tomorrow)

\$6.5K to \$7.5K - in for approval

\$22K - in pipeline

3

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Result External Inbox

 Sean McHugh <sean@mchughs.com.au>
to me ▾
Brooooooo!

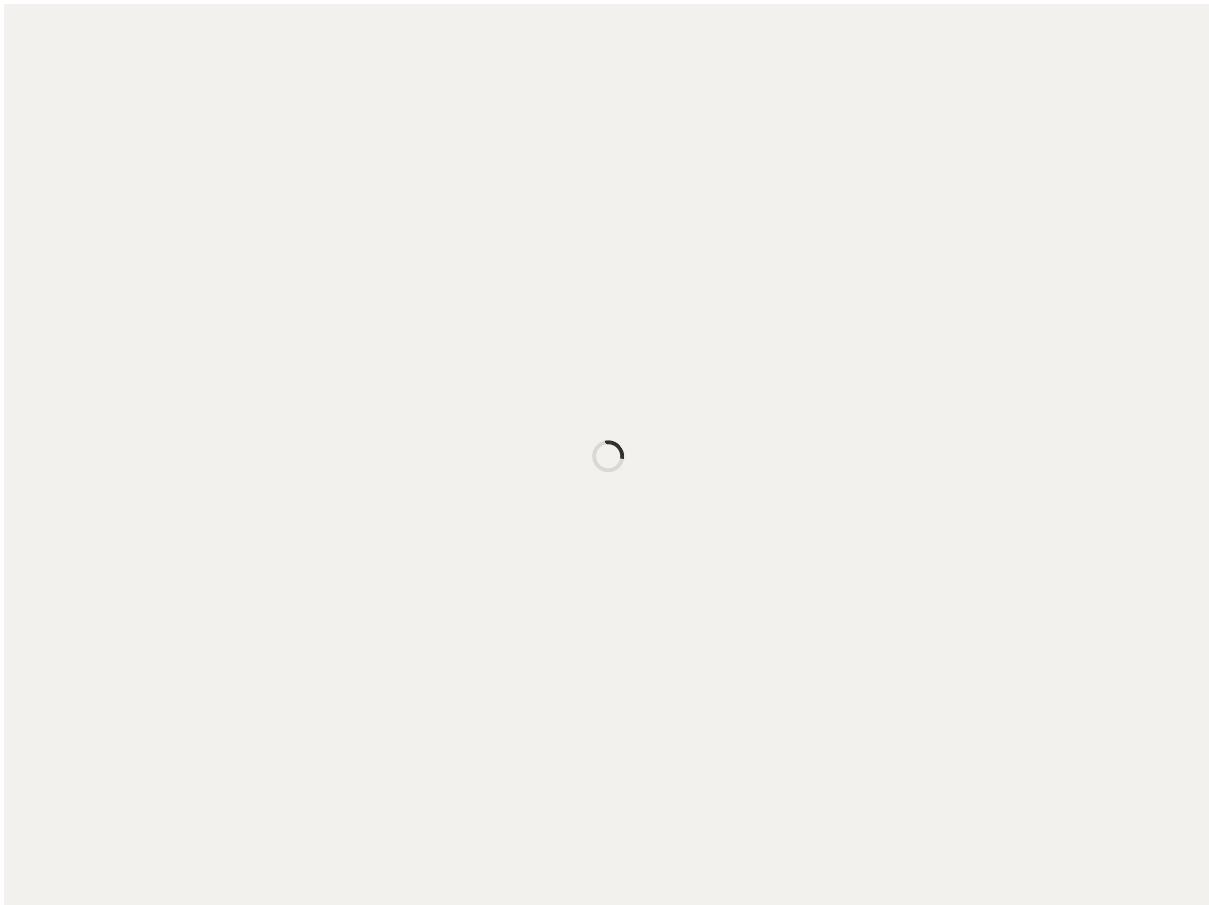
Highest performing post for impressions within a 24 hour period

Top performing posts ?
Based on impressions gained in the past 7 days

 Sean McHugh posted this • 22h How I cleared \$300k of a client's tax debt (with no financials) By using these 6 simple steps....  Danny Tuttlebee and 112 others	<p>...show more</p> <p>47 comments • 1 repost</p> <p>▲ 5,199 Impressions</p>
--	--

How Bjion went from nearly giving up on LinkedIn to booking 181 sales calls the following 3 months after implementing our program and exploding his LinkedIn growth

[Link to Bjion's LinkedIn Profile HERE](#)



 **Matt Savarick** • Available on mobile

...    

results on both

 **Matt Savarick** • 5:30 PM
The 6 and 7 fig?
I've been checking out your stuff - love the vsl
The most thoughtful and comprehensive one I've seen in a while

TODAY

 **Bjion Henry** • 6:45 AM
Thanks man really appreciate it.
So I bought UnlockAI in October, then 7-fig recently.
I'm not even saying this to sell it, but genuinely we've booked 68 calls in 12 days and I'd say 70% of the reason is because of Matt

If You Prefer To Read

► CLICK ME 😊

December 28th, 2023 ▾

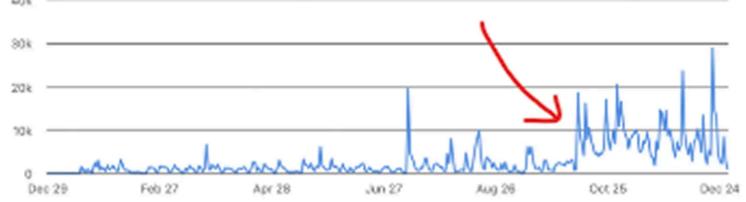
 **Bjion** 9:33 PM

Here is a case study for you

image.png ▾

Content performance ⓘ

1,053,572
Impressions
▲ 7,665.6% Past 365 days

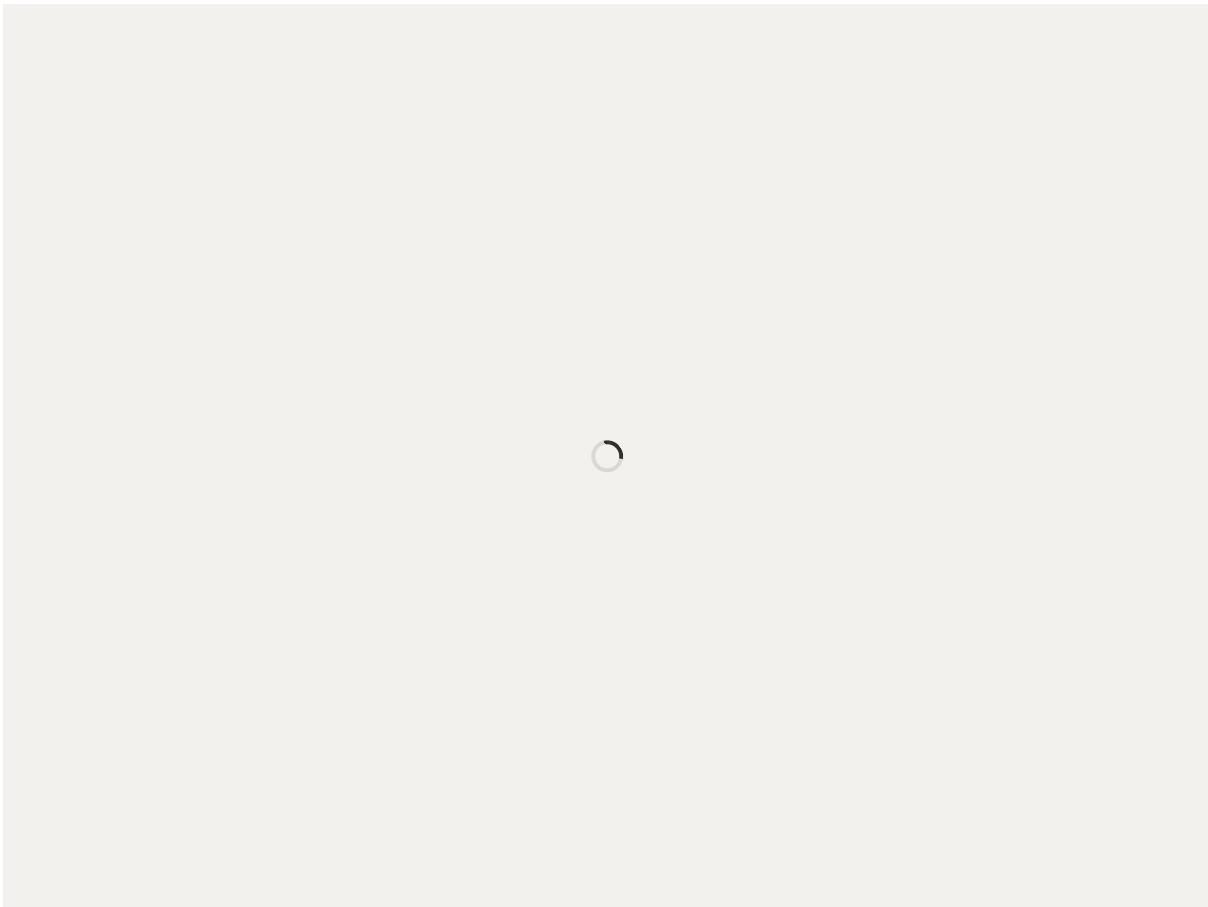


Daily data is recorded in UTC

Can you tell me what happened in October? 😊

How I coached Ryan who went from trading time for money with a 50,000 follower audience to building a 7 figure run rate business as a solopreneur

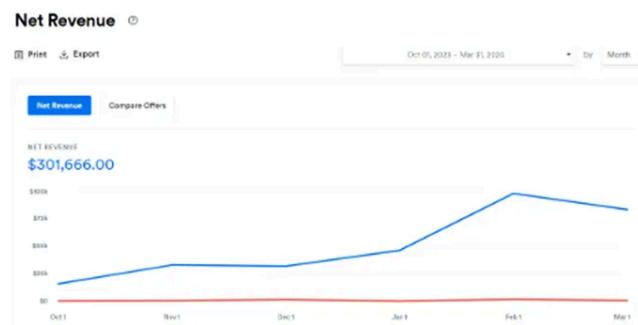
[Link to Ryan's LinkedIn Profile HERE](#)



If You Prefer To Read

► CLICK ME 😊

If I can do this (see below), you can too:



(Q4'2023 revenue through Q1'2024 revenue)

- October 2023 revenue: \$15K
- November 2023 revenue: \$32K
- December 2023 revenue: \$30K
- January 2024 revenue: \$45K
- February 2024 revenue: \$95K
- March 2024 revenue: \$82K

My clients are winning too (hope to see your name here):

OCT 11, 2023

Ryan Musselman • 12:03 AM



0:59

Ryan Musselman • 12:04 AM



0:57

Ryan Musselman • 12:17 AM



0:58

Ryan Musselman • 2:14 AM

Closed the deal

Thanks for making me a better closer in 1.5 weeks 🎉

the Matty Man!

 1 



December 28th, 2023 ▾

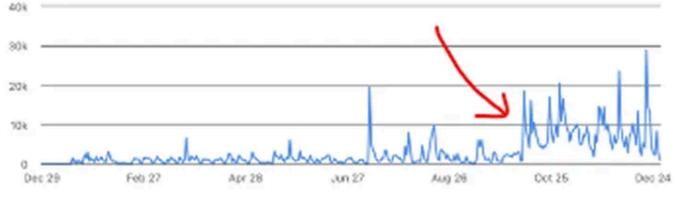
Bjion 9:33 PM

Here is a case study for you

image.png ▾

Content performance

1,053,572 Impressions ▲7,685.5% Past 90d days

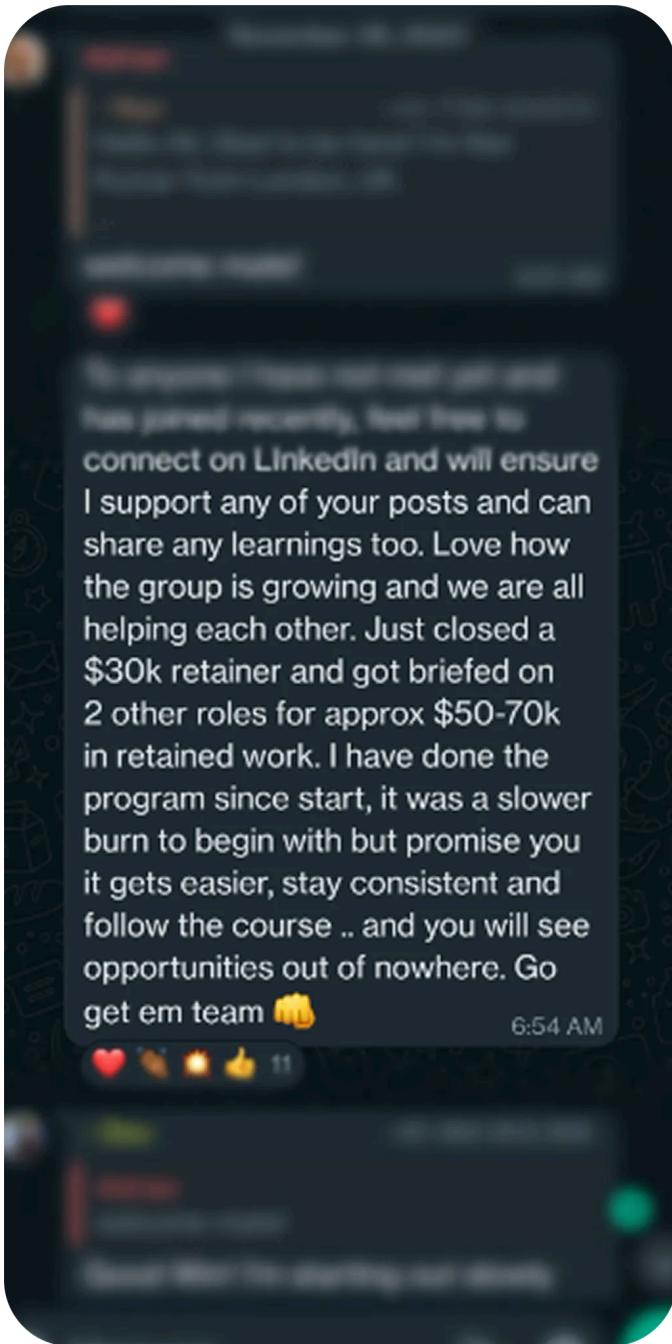


Daily data is recorded in UTC

Can you tell me what happened in October? 😊

From a slow start to high-ticket wins — Ryan just locked in a \$30k retainer and got briefed on two more roles worth up to \$70k.

Link to Adrian's LinkedIn Profile HERE





Matthew Lakajev

6d ago (edited) • Wins

...

Results from todays call!

Epic call today that went a bit over but tons of value was shared.

I wanted to call out two people for wins they've had

1 - [@Adrian Fowler](#) closed a \$60k retainer client from LinkedIn!

2 - [@Pranjal Patel](#) closed 2 new clients last week from his SBC inbound content system and then selling them on the call.

Such epic news and keep crushing!

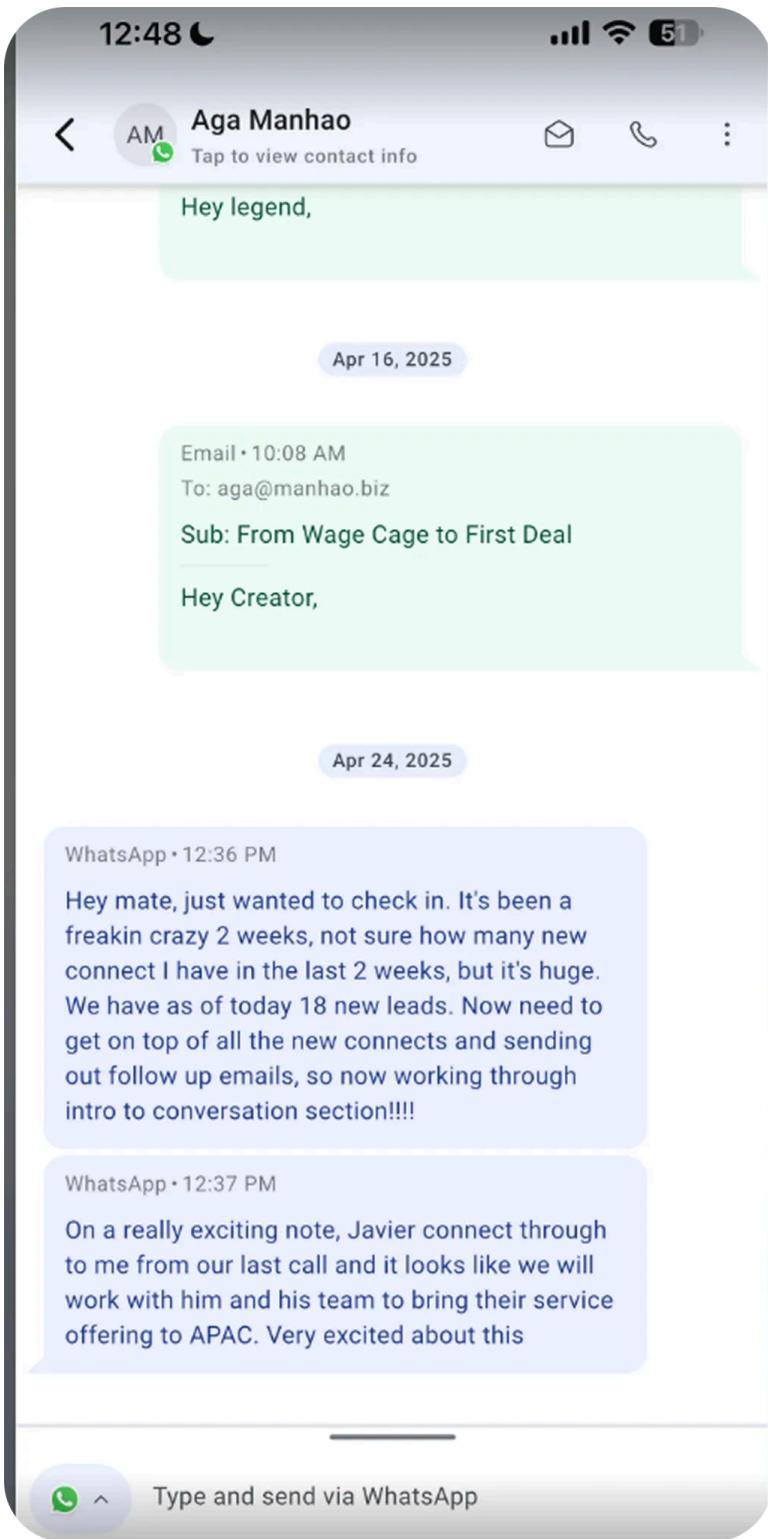
Like

6

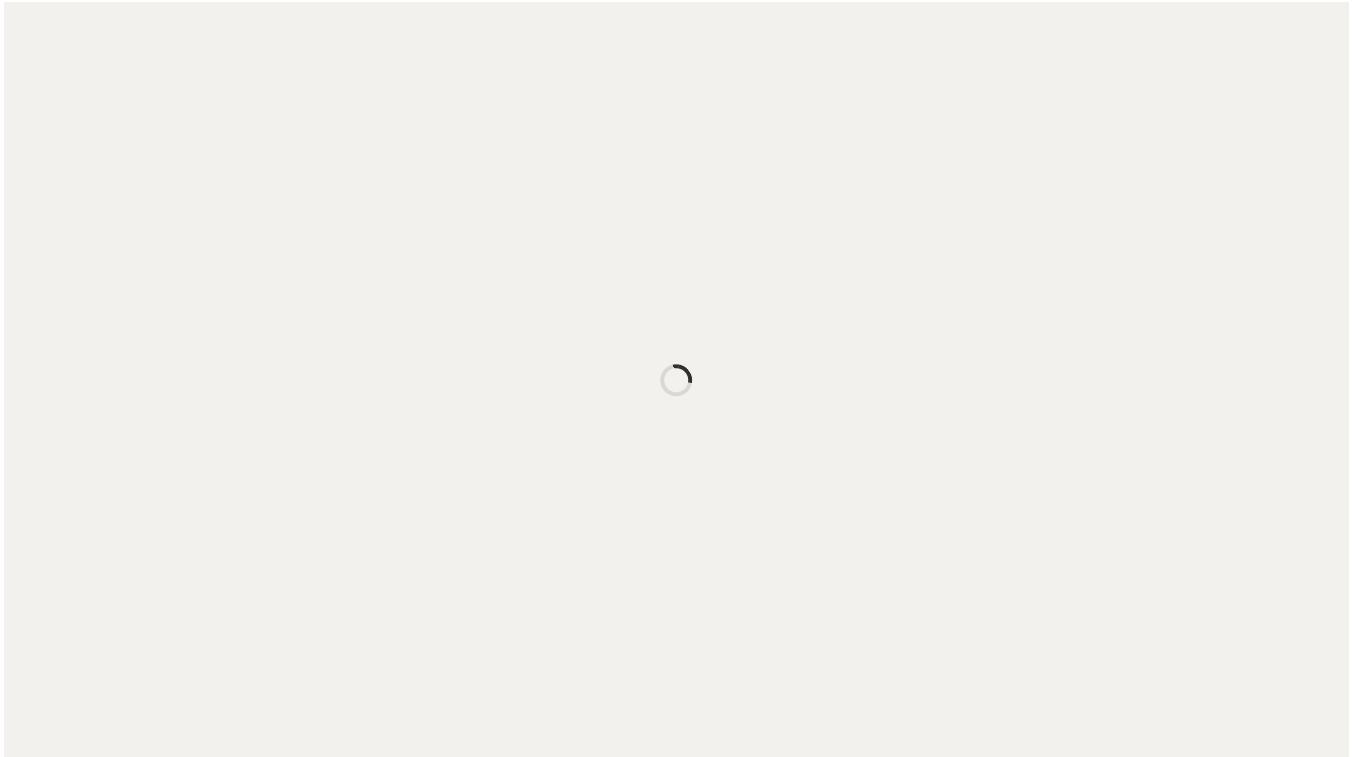
4 comments

How this client turned a quiet inbox into 18 new leads and a potential APAC expansion partner in just 2 weeks

[Link to Aga's LinkedIn Profile](#)



and how working with us continuously transforms his brand...



From Crickets to Conversations. This is how Ahmet sparked 18 new leads and unlocked a potential APAC expansion deal...all that in just 14 DAYS!

[Link to Ahmet's LinkedIn Profile](#)



Ahmet Emre Acar
3 7d ago (edited) in Wins



...

Sold my 1st offer for \$6K

Ok, this is NOT a big win.

-- UPDATE --

It just became a big win - added brand deals & extra assets for the customer and raised it to 10K.

Yay!

--

BUT:

I don't have a website for it (yet). I don't have the product finished (yet), and I only asked 3 customers.

All I had were 10 slides.

One of the customers (BIG brand in Africa) - my contact had a call with their line manager, got back to me in a week, then asked me to send an invoice. We're having a kickoff next week.

This. Shit. Works.

Now I need to ac... [See more](#)



Link to Al's LinkedIn Profile

Al Gega

16d • Wins

12.5 hours of work

body This week I closed 25k in about 2.5 hours which 5 30 min sales calls. Couple things g with the overall funnel that I hope inspires a few of you who may haven't hit a specific nu

24



[New comment 4d ago](#)



Al Gega

5 4d • General Chat



...

Who has hit 1M in rev?

This group has probably some of the most diverse and impressive business owners I've come across.

And trust me I've been in a ton of groups and communities.

Now legends like [@Matthew Lakajev](#) who we are all learning from have broken the 7-figure mark. It I'm super curious if anyone is comfortable sharing of course...

Who here has already hit the milestone we all strive for in our businesses?

I'm grateful for the progress I've made since joining here.

But IMO we're simply still moving much too slowly.

[See more](#)

Liked

2



4 comments



Maria Semple • 4d

There courses for horses. I am probably far away from my mark... However we are here - at least I am, to learn the method that builds trust with my ICP. I am not selling something that looks like an instant reward program but about vision, legacy and that takes time. How long? I don't have the answer right now. All I know is that I am daily there doing the work and testing all the methods that have worked for others including Matt L.



0

Reply



Matthew Lakajev • 2d

[@Al Gega](#) what are the top 3 things holding you back and how much time do you have per week?



0

Reply



Al Gega • 1d

[@Matthew Lakajev](#) time, systems, I have about 10-15 hours a week.



0

Reply

Link to Alana's LinkedIn Profile

From Uncertain DMs....

Iana Sparrow

Active 3d ago (6:50pm in New York)

...

Alana Sparrow

8

UNLOCK AI Dot Points Requested

Before the Program:

- * Initial Approach: I have identified my leads by a very clearly defined ICP utilizing Sales Navigator, followers of my profile, and followers of competitors for some time. I have always sent personalized notes to new connections, but took a slow get-to-know-you approach. The follow-up strategy was tracking in a spreadsheet.
- * Challenges: The challenge I faced was that my approach often landed me in the friend zone rather than conversational, which could turn into business. I frequently left it off at my friend zone with too much fear of switching gears, or when I did, it was too abrupt.
- * Results: My early discovery calls were more often with less than qualified prospects because I moved them too quickly to the call and should have spent more time in the DMs qualifying.

During the Program:

- * New Strategies Learned: The new strategies I learned were to be more direct about asking why connections were connecting and followers were following. Depending on their answers, I would move the conversation forward.
- * Implementation: Within a few days of starting the program, I sent 8-10 follow-up messages daily to new connections and new followers, mostly new connections, as they felt warmer and many followers required in-mail. However, I applied a new strategy that Matt shared: directly asking (using my own brand approach) what brought them to my account. I customized the notes based on their posting activity to feel more authentic and less templated. I started by targeting those whom I see the posts but need more consistency and frequency. These are good indicators that they want to do more with their brand.
- * Initial Observations: The difference in responses was night and day, and because of the directness of the questions and the safety zone I built into my questions, the response rate increased by +60%. The interactions allowed me to be more candid and playful and clarified the intent of the connection or follow. The information regarding why people want to be connected has also been valuable.

To Fully Booked Calendars....

ana Sparrow

tive 3d ago (6:50pm in New York)

↗ ⋮

After the Program:

* Refined Approach: My DM strategy has evolved completely after fully implementing the new strategy. Because it opens up a more direct dialog, it opens the doors for even more pointed questions like their motivations to use a service like mine, goals, investment, and time commitment sensitivity. I've applied all these methodologies with all my inbound inquiries, which has been beneficial.

* Improved Results: My highest number of booked calls was four days when I booked 7. I booked 2 more calls this weekend and have been messaging 5 new prospects since last week.

* Personal Development: Overall, I can't get over how much this has increased my confidence and removed the ick from selling. It's also given me some tools to shake some trees.

* Continued Challenges: I am still ensuring potential clients see the value in my offer and, most importantly, are ready to do the work. Everybody loves the idea, but so many are looking for shortcuts, and that's not what I sell.

Link to Alexander's LinkedIn Profile

Alexander Stefansson

active 10h ago (7:03am in Copenhagen)

↗ ⋮

right away!

Matthew Lakajev

Love it. I'm pumped!

5:05

May 2nd 2024

Alexander Stefansson

7:19

Little over 24 hours into the program and just sold 6 coachings 1:1 for \$1300 - Yay!

Matthew Lakajev

8:13

Awesome to see you!

Link to Ali's LinkedIn Profile

Replies to Ali Hasan's comment on this post



Ali Hasan · 1st

1h ·

I help founders and business owners get clients, usin...

I am reading your newsletter nowadays and completely changing my belief system about getting clients here. Thanks, mate

[Like](#) · 1 | [Reply](#) · 1 reply



Matt Lakajev Author

now ·

Helping you get 5 warm leads per week on Link...

[Ali Hasan](#) very happy about this!

[Like](#) | [Reply](#)

Half the Launch, Full Momentum... How Alvaro made \$6,800 even with just a partial campaign rollout

[Link to Alvaro's LinkedIn Profile](#)



Alvaro Soto

27m ago in Wins



...

Half-Launched, Still Winning: \$6,800 Closed & More on the Way

Hey team.

Just wanted to drop a quick update and say thanks!

The course is working really well.

Even though I didn't launch the full step-by-step campaign and kinda did it halfway, I've already landed two clients—one from the Offer Campaign and one from a Lead Magnet I put together.

Closed \$6,800 (getting paid in two parts), and I still have four more people in conversations that haven't closed yet.

BIG thank you

[@Matthew Lakajev](#)

and all here!

Super pumped to break the 10K barrier in February—let's make it happen!



Liked

1



1 comment



Matthew Lakajev · just now

Ah I am so happy for you [@Alvaro Soto](#) !

You so deserve it!



0

Reply

Link to Anas' LinkedIn Profile

Anas Ramadan · 10h (edited)

Got it. I'm trying to make the lists super targeted and I am doing the pitch manually at connecting so it's not a cookie cutter.

Ps. Just got an appointment now as I am typing. A lead who already know the investr lol. So that's a close

[@Matthew Lakajev](#)



1

Reply

From working for sales to DM's working to get sales

Link to Andrew's LinkedIn Profile

Andrew Nimon

22h ago in Wins



It sale yesterday!

My first non-referral client yesterday! And another very warm lead that may close early next

Itely feels like the first of many. It's taken me a while to distill a minimum viable offer, but now I'm selling something, I've already got lots of prospects to sell it to 😊.

Liked

13



8 comments

Matthew Lakajev • 5d

This is soo awesome [@Andrew Nimon](#) - super happy to hear it!

Thinking outside of the box

You could send this through to other agency owners when they are on the fence about catching up, and use it to get them on these strategy calls to then get more testimonials.

That is where I would start tbh because you are already getting the DM's dialed in, so I would go harder on it.

Re the type of post and template format [@Matt Wheeler-Barrett](#) and [@Beatrice Vladut](#) you have any ideas?



0

Reply



Andrew Nimon • 11h

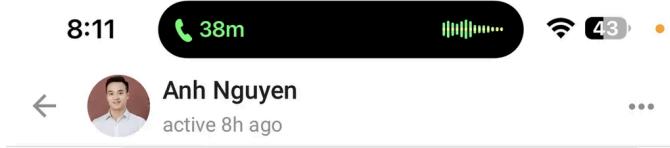
[@Matthew Lakajev](#) this is working, to share it with people in the DM's. DM's are really starting to take off all the sudden. I'm starting to have enough conversations now that I'm getting a lot more knowledge of what's going on in my ICP's mind. Totally changing how I direct the DM conversations and the amount of responses I'm getting. Also having this great testimonial to send is super helpful!



1

Reply

Link to Anh's LinkedIn Profile



Jun 12th 2024

-  **Anh Nguyen** 7:56pm
Man, I closed the first deal today
-  **Anh Nguyen** 7:56pm
\$6k/month with a commitment for 12 months
-  **Anh Nguyen** 7:57pm
And got more leads booking meetings
-  **Anh Nguyen** 7:57pm
Just by DM
-  **Anh Nguyen** 7:58pm
Celebrating the win
-  **Anh Nguyen** 7:59pm
Thanks to your program

Jun 13th 2024

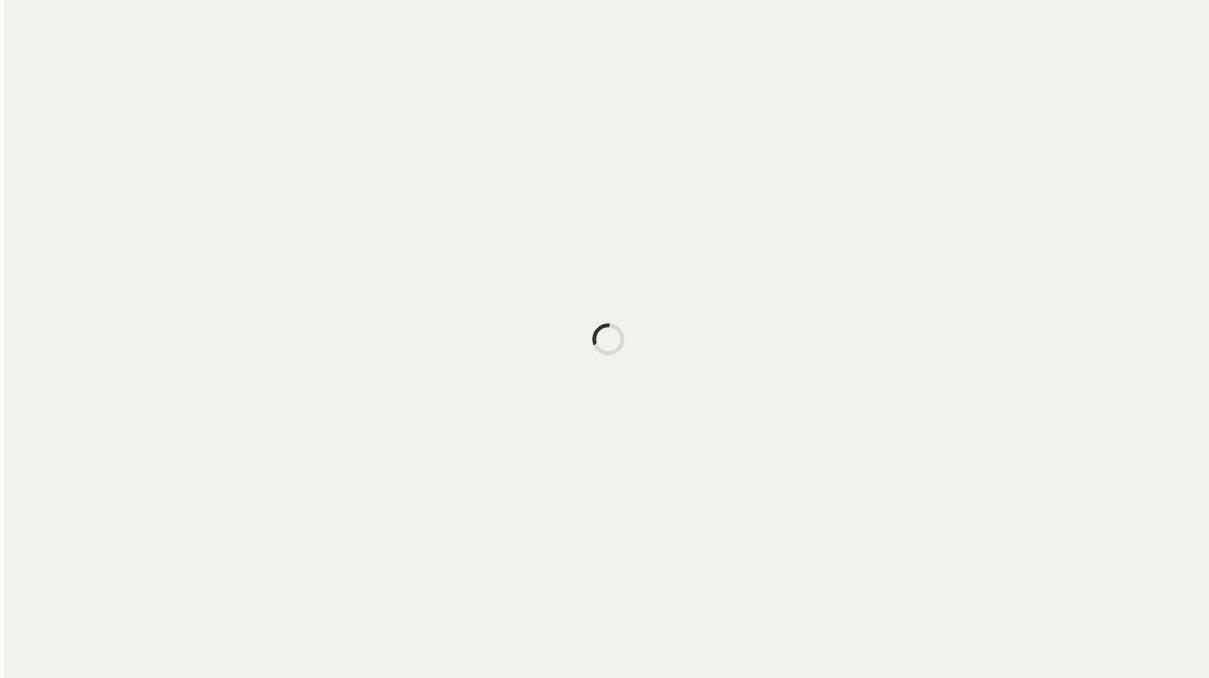
-  **Matthew Lakajev** 8:11am
So happy for you Anh. All your hard work paying off and this is only the beginning!

Message Anh

GIF

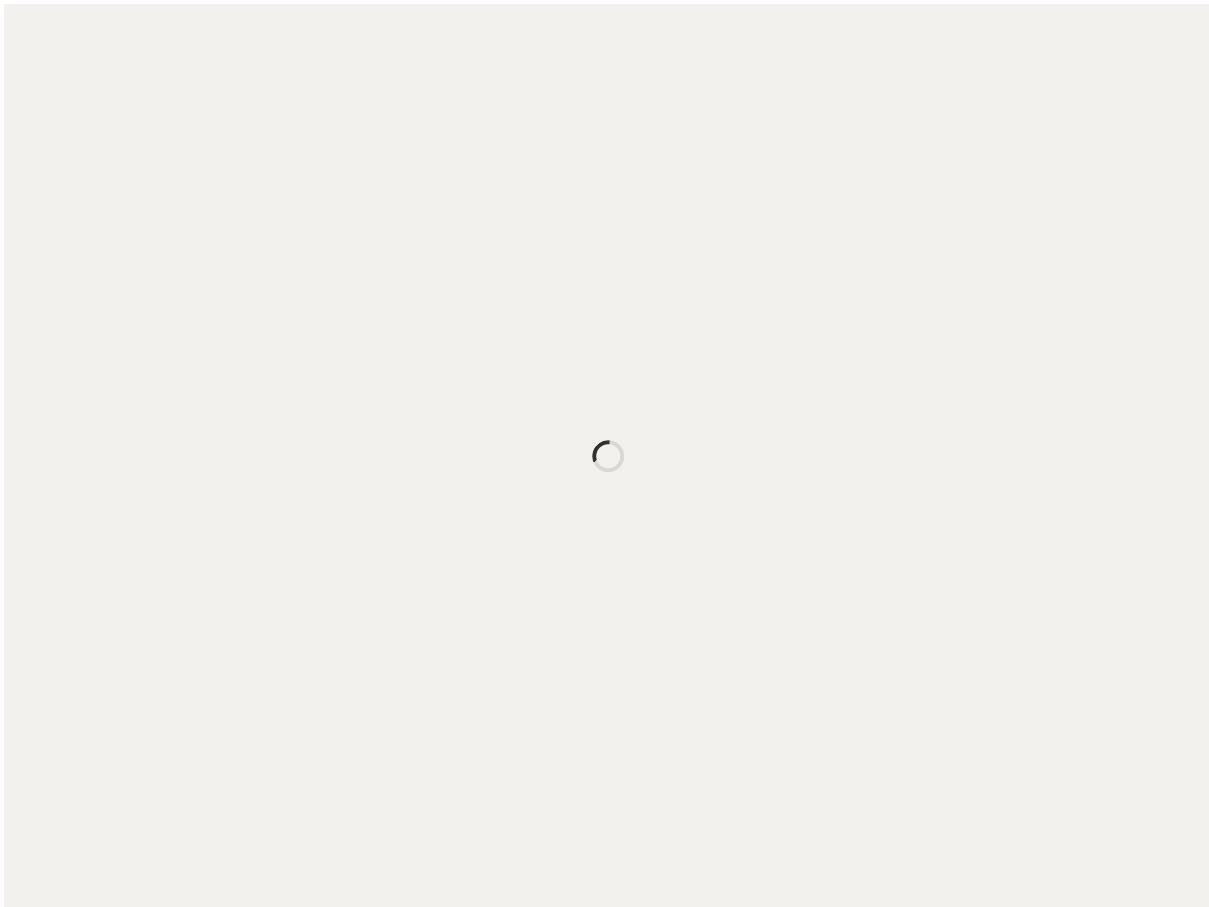


How Vidhya booking 50 meetings from 1 offer campaign



How the program helped Antonio overcome initial doubts and gain a clear direction in building his personal brand...literally from Uncertainty to Clarity

[Link to Antonio's LinkedIn Profile](#)



[Link to Archer's LinkedIn Profile](#)

Archer Sampson

active 16h ago (12:10pm in Sydney)

**Archer Sampson**

3:23p

Yeah I can't imagine it was haha but the videos look so good

Aug 28th 2024

Archer Sampson

9:11a

Hey mate, just letting you know I had my second lead magnet post go off last night, currently at 1,800 comments and 350k impressions

Archer Sampson

9:11a

best thing is I can replicate this one over and over

Archer Sampson

9:11a

Any tips on how to handle the comment inflow?

Archer Sampson

active 2h ago (8:23am in Sydney)

**Archer Sampson**

Yeah mate looks good, replied with an email, currently closing 3-5 deals a week but leaving a lot on the table at moment just because I've got a heap going on atm.

Wedding is this coming Friday and then I should have more capacity to execute on the all the stuff in Skool (haven't even looked at 90% of it yet).

Archer Sampson

Also, watched a few of the newer vids this morning, that new setup you have is sick, keen to hear about what software and stuff you're using sometime down the track. I could defs improve what I'm doing video-wise.

Matthew Lakajev

That is awesome. A good number of deals for sure

Archer Sampson

Active 2h ago (8:23am in Sydney)

14

Archer Sampson

9

Hey mate, just wanted to give you an update on how i've been tracking. Last week I implemented some sell by d and I changed pricing from \$99 to \$499 - no change in resistance with the higher price.

I had 3 calls on Friday, closed 2 of them. Had another two calls on Monday and closed both of them. Having 3 m calls today. Close rate is at 80%, just need to grow ToFu.

All of this is from engagement on my posts, I'm yet to implement cold dms yet 💪

Matthew Lakajev

10

Dude I absolutely love this! Appreciate you sharing

Link to Ari's LinkedIn Profile

Ari Nitikman

9d ago in Wins



Has 1 meeting

honestly very skeptical of the offer sequence (sunday reintroduction, tuesday offer, friday der) etc. Felt too salesy and cringe.

Today my post went out and someone I had been DMing messaged me saying "would I be a f we've got a meeting booked, and he's exactly in my ICP.

F-ing GO!

Now do I post this in wins?? Doesn't show up as a category

Link to Aryan's LinkedIn Profile

Aryan Shah
1 Dec '24 in Wins



1 warm leads, 1 booked meeting, 10 hours after signing up

Starting LinkedIn I've always been good at making content and building my profile but struggled by chat specifically. Watched one of Matt's videos and that's all I really needed to be honest. 1 inbound, 1 booked meeting, 2 warm leads with one from a business that's got 51-200 employees and signed a revenue share last night as well.

Like 4 | 0 comments

Link to Ben's LinkedIn Profile

 Ben Blumenfeld
online now

 Ben Blumenfeld 1:53am
Matt! Just wanted to say thanks - I got in a week ago, and already booked 6 meetings (5 qualified). No closes yet, but def feels like progress for week 1 lol.

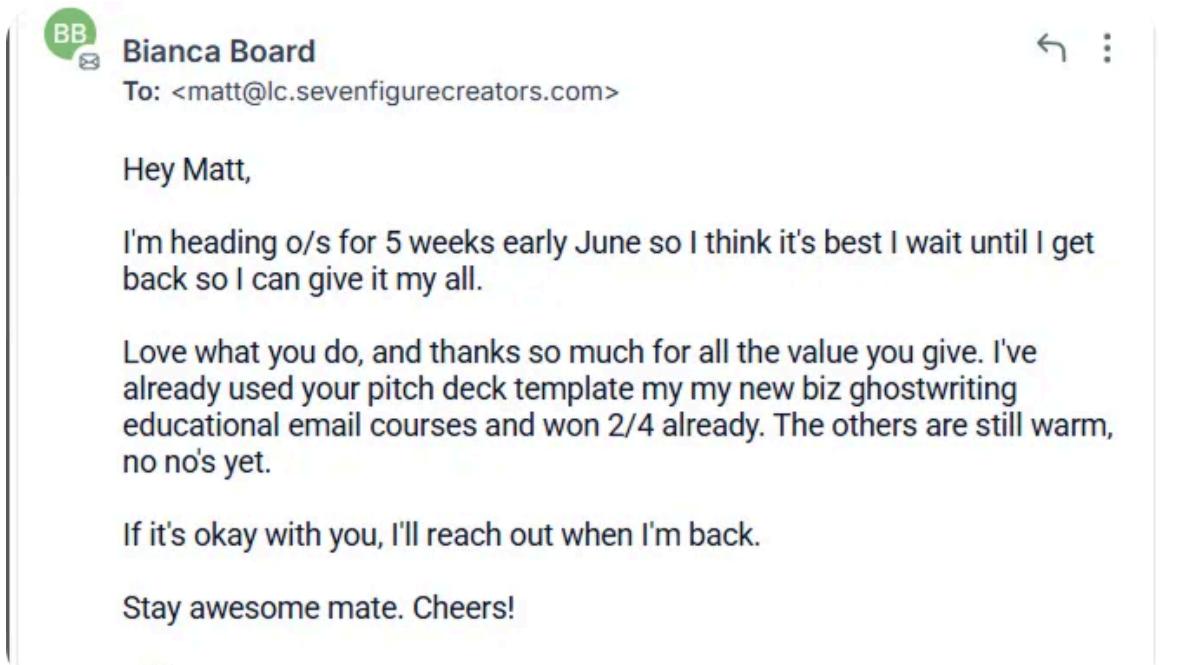
Honestly, never thought I'd actually enjoy DM'ing ppl this much 😂 but this stuff works.
Appreciate it!

Mar 3rd 2025

 Matthew Lakajev 12:57pm
Ah I am so happy for you Ben! this is awesome!

 Matthew Lakajev 12:57pm
It's actually fun right? It's just like going to a networking event. I love it :)

Link to Bianca's LinkedIn Profile



The screenshot shows an email interface. At the top left is a green circular profile picture with 'BB' and an envelope icon. To its right is the name 'Bianca Board'. Below that is the recipient 'To: <matt@lc.sevenfigurecreators.com>'. On the far right are a back arrow and a three-dot menu icon. The main body of the email contains several paragraphs of text.

Hey Matt,

I'm heading o/s for 5 weeks early June so I think it's best I wait until I get back so I can give it my all.

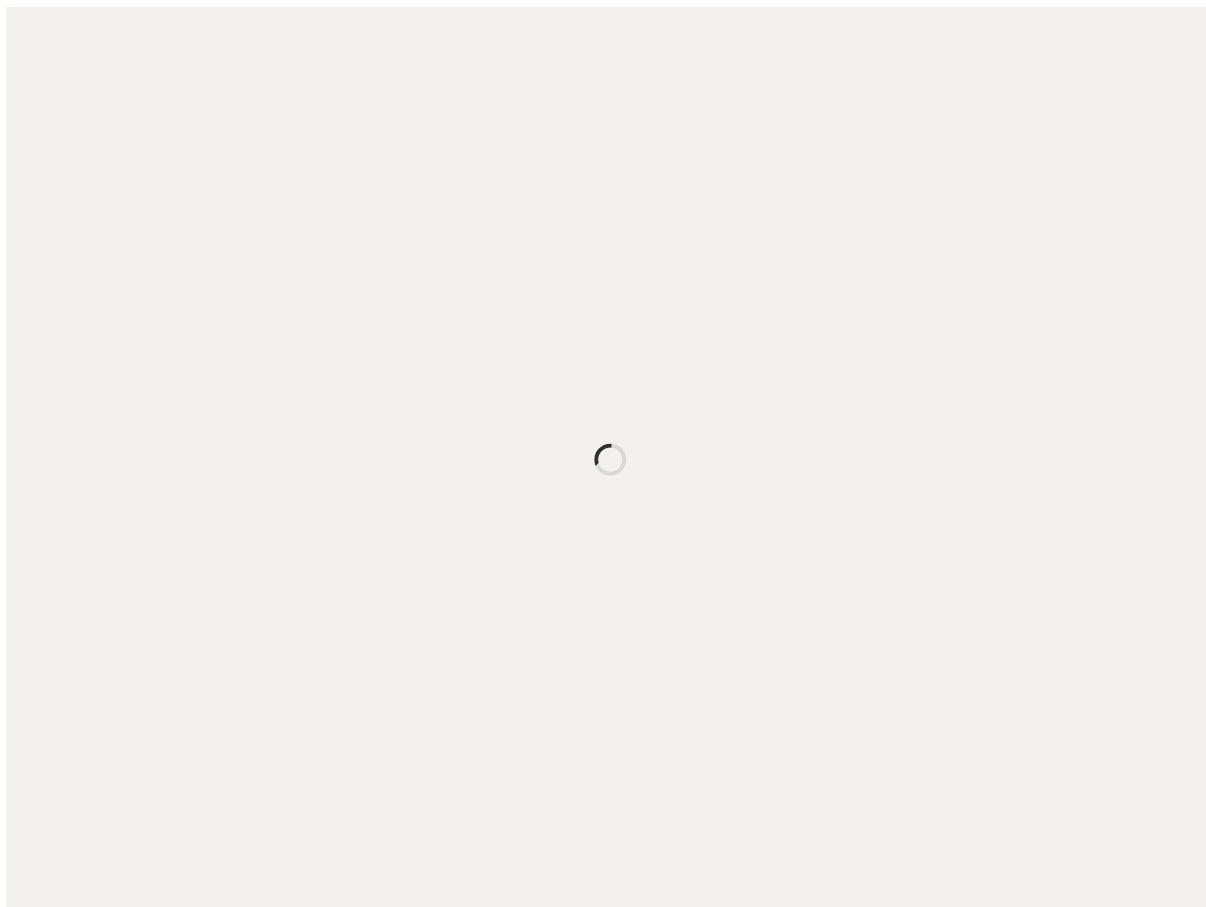
Love what you do, and thanks so much for all the value you give. I've already used your pitch deck template my my new biz ghostwriting educational email courses and won 2/4 already. The others are still warm, no no's yet.

If it's okay with you, I'll reach out when I'm back.

Stay awesome mate. Cheers!

Talk soon.

Link to Boy's LinkedIn Profile



How did the story unfold for Brian

Link to Brian's LinkedIn Profile

Brian Booden · 5m

I hear you [@Matthew Lakajev](#) I'll share more when campaign number 2 finished but it's just practice.

Campaign 1 was a no win because my ICP and offer was too broad. Campaign 2, much better and just responding more instinctively to DMs now that Sell By Chat is starting to embed more.

Honestly, your knowledge has changed everything for me. I've got almost 20 decent leads to work through and I'll be astonished if I cannot convert at least one.

Keep at it people. Trust the process 🙏

1 Reply

Brian Booden

Hey Matt, hopefully you don't mind my ping. My waitlist results have been better than I ever imagined - 160 leads far that if even 1% convert, it's a huge win. If I get your suggested 3% I'm sorted for months. Thank you!

I would still love to get you on my podcast, I hope you'll go consider it. I get it's worth more for me than you, but the program has changed a lot for me and I'd like to give you the option.

Have a great weekend, and let me know when you can 🤗



Brian Booden

Dec '24 • Wins



...

Content led win for £40k contract!

Hey all, delighted to say that my content over the last 6 months convinced a lurking prospect to reach out to me - today we had a second call and I closed a deal worth £40k over the next 3 months.

Actually skipped the DMs and straight to a call on this one.

Even better, the client wants to engage directly once the contractual constraints of the incumbent recruitment agency have lapsed, which will mean a significantly higher day rate for any follow on work.

This is a big one for me as it buys me a nice period of time to work through 6FC and really focus on getting my offer built, Sales Nav prospects compiled and reach outs in the DMs.

LFG!!

Like

8

11 comments

Link to Caitlin's LinkedIn Profile

The screenshot shows a LinkedIn messaging interface. At the top, it says "Caitlin Milne active 1m ago". There is a red notification bubble with the number "1" in the top right corner. Below the header, the date "Apr 11th 2024" is shown. The conversation starts with Matthew Lakajev at 8:43am: "Hey Caitlin". He follows up at 8:44am: "been awesome seeing you on the sessions". Then he asks at 8:44am: "many wins thus far from messaging and content?". On April 19th 2024, Caitlin Milne responds at 1:33pm: "Hi Matthew! So sorry for the delay in getting back to you. Yes 100% I am getting so many replies now about 20 a week which is awesome considering we just starting with this whole process. We are slowly fine tuning things now which is helping but been super super good!". Matthew Lakajev replies at 1:34pm: "Oh wow what do you mean 20 replies from?". Finally, he asks at 1:34pm: "Exactly?".

Caitlin Milne
active 1m ago

Apr 11th 2024

Matthew Lakajev 8:43am
Hey Caitlin

Matthew Lakajev 8:44am
been awesome seeing you on the sessions

Matthew Lakajev 8:44am
many wins thus far from messaging and content?

Apr 19th 2024

Caitlin Milne 1:33pm
Hi Matthew! So sorry for the delay in getting back to you. Yes 100% I am getting so many replies now about 20 a week which is awesome considering we just starting with this whole process. We are slowly fine tuning things now which is helping but been super super good!

Matthew Lakajev 1:34pm
Oh wow what do you mean 20 replies from?

Matthew Lakajev 1:34pm
Exactly?

Link to Celeste's LinkedIn Profile

?utm_source=share&utm_medium=member_ios&rcm=ACoAABuHSCUBL9DCS...

1:57

5G 21



Unlock AI



...



Chris Carlin

3

4d ago · Content - LinkedIn Posts

Humble Brag...

Just putting it out there @Matthew Lakajev

My second post using your writing style has just gone mental. 14K impressions, 213 likes and 67 comments at time of writing!! https://www.linkedin.com/posts/activity-7209368913317437441-UzDs?utm_source=share&utm_medium=member_desktop

Come to think of it, it is doing better than your post you put up tonight (118 likes and 78 comments). Happy to give you some lessons on LinkedIn if you need them :-P

(For the record I have no lead system and I suck at DMs and... [See more](#)



Liked

3

4 comments



Jose Elguetzabal · 3d

congrats!!

...

1 Reply



Chris

Gees this kicked off like crazy, almost 40K

↓ Jump to latest comment

...

Your comment

GIF



1



1:57

5G 21%



Humble Brag...



...



Jose Elguerezabal · 3d

...

congrats!!

1 Reply



Chris Carlin · 3h

...

Gees this kicked on like crazy, almost 40K impressions, 376 reactions, 95 comments (about six trolls haha), 8 reactions, at least 250 more followers. This is now my best ever post! Excited for the power of linkedin and this course, thanks again Matt

1 Reply



Matthew Lakajev · 1m

...

@Chris Carlin when you get the trolls you know your post is capturing new audience haha

0 Reply



Matthew Lakajev · 1m

...

This is cold ~~@Chris Carlin~~ You just smashed me down! [Jump to latest comment](#) 2 days too!!

Your comment

GIF



1



Sep 18th 2024

8:49am

Chris Carlin

Hey Matt, sincere apologies for the slow response. Between finishing up with my old employer (who put me on gardening leave and told me to stop posting on social media!!!!) and moving house I haven't checked back on LinkedIn for quite a while.

Chris Carlin

But in the process of a launch countdown so all is good here and yes going to start changing my profile now as of that (will draft something shortly).

Chris Carlin

I got nine leads last week with various quality, unfortunately I am finding quite a few drop off because I can't restart helping them for a couple of weeks. Fix that and then hopefully things will improve. I would have picked up around 20-30 inbound leads

**Chris Carlin**

8:46pm

All is good here, content going well. Announced on Thursday I am moving to QLD and got a red hot lead and I think another three referral partner meetings so I am stoked. I'm still wrapping up things with my old employer but things are looking good for launch. Tomas is working on the website and it is going nicely

**Chris Carlin**

8:47pm

hope you and the family are well too!

Aug 24th 2024

**Matthew Lakajev**

10:25am

Chris your posts have been fire

**Matthew Lakajev**

10:25am

Link to Chris' LinkedIn Profile

6:56

5G 47

← Chris Johnson, CPA, CCI... · ... • 30m ago

we've been in our "busy season" but gonna get back on involvement here soon



Matt Lakajev 🚀 (Leads and Sales Expert) · 12:52 pm
All good my g! You should check out the new modules 101 and Conversations and also the new Content one is coming this Friday :)



Chris Johnson, CPA, CCIFP · 12:56 pm
Legit!! Will keep an eye out for it!

THURSDAY



Chris Johnson, CPA, CCIFP · 2:46 pm
Won another today from our old lead channel.

15 minute call after exchanging 4-5 emails.
Went with the "presumed close" approach
because I didn't have time to fuck around and
got a signed engagement letter and 50%
deposit same day lol

I'm getting better and better at closing. It's very
obvious that I just need to get people on the
phone and I can close maybe pretty quick.

I don't know where we're effing up on the cold
emails or on sell by chat tho.



Chris Johnson, CPA, CCIFP · 2:50 pm
What would it pricing be for more dedicated
attention. I'm sitting on something awesome here
and looks like we need some extra help to attack
this market.



Write a message...



[Link to Cindy's LinkedIn Profile](#)

Mar 12 2025

**Cindy Excell**

6:17am

Morning Matt! I just wanted to say that I am so impressed with the Google Doc you shared! Not only with the actual content in the Google Doc, but more importantly, with the effort you put in to help me with this! I have been in many coaching programs previously, but none of the coaches ever did what you just did— I'm so glad I joined the program and I really appreciate it! With your help, I feel like I am finally getting somewhere. I will continue our chat in the comments as well :)

Link to Claudia's LinkedIn Profile

**Claudia Bruce- Quartey** · 1h

This so so helpful- just sent my 10 DM's while listening to this because I'm still guilty of that . Content over DM's 😊.

But what I see it engaging w folks that are engaging with your content makes the DM game so much more fun and less soul-sucking when you get no's 😊

Also sharing a win

Just got a verbal yes from a prospect on my career coaching program.

It was meant to be a virtual meet and greet turned qualifier call turned sales call turned I want to work with you.

Sending her the deets this week she wants to start in Nov

[@Matthew Lakajev](#)



Claudia Bruce- Quartey

22d ago in Wins



...

Just sold a 1 off bundle interview offer over phone

have been giving this client value for some and just said hey I have an offer that solve this specific interview issue you have -

Boom couple of hundred bucks - need to increase prices (and get away from this model in the long run the 😊)

But hey it was easiest 60 min to earn money



[Link to Craig's LinkedIn Profile](#)

9:08 🔍 91%

← **Unlock AI**

Craig Miller 3 11h ago · Content - LinkedIn Posts

My Tuesday "announcement" post needs some love ❤️

Would you be so kind as to go click and comment on my post?

Please? 🙏

https://www.linkedin.com/posts/ccmiller_this-is-my-biggest-announcement-ever-i-activity-7183418422955827201-000a/?utm_source=share&utm_medium=member_desktop

Liked 2 4 comments

Craig Miller • 11h ...

I have my first warm lead reaching out to me about my offer just 35 minutes after posting !

2 Reply

Craig Miller • 9h ...

Thanks, [@Saqlain Ali Yaqoob](#)

1 Reply

Craig Miller • 7h ...

Jump to latest comment

1 Reply

2:44

5G 55



Craig Miller

Craig Miller · 1st
Growth & AI solutions for business owners and CEOs |
Business advisor, investor and deal-maker

Microsoft · Harvard Business School
Zurich, Zurich, Switzerland

[Start automating your business ↗](#)

3,180 followers · 500+ connections

Kevin Patrick , Saqlain Ali Yaqoob, and 38 other mutual connections

[Message](#)

Highlights

**1 mutual group**

You and Craig are both in Harvard Business Review Discussion Group

About

Accomplished business development leader, experienced in coaching and inspiring high performance sales teams. Always hungry, always learning, and performing best when engaging with business owners with a growth mindset on defi...see more

2:43

5G 55%



...



Craig Miller · 1st

Growth & AI solutions for business owners and CEOs |
Business advisor, investor and deal-maker
17h · ①

This is my biggest announcement ever...

I am launching a coaching program called ScaleMaster,
starting with a Spring Sprint.

3 business owners : 30% improvement : in 30 days.

Spring is the best time to start executing against your goals for
2024.

Unfortunately, the best day to start was yesterday.
The next best day to start is today!

I'm looking for

- 3 owners of a small or medium-sized business
- Who want to identify how they can scale their business
- Without expensive software or complex technology integrations
- To recapture time from daily tasks to be more efficient and productive
- And have more time for strategic sales activities like growing the business

For the first 3 qualified owners to sign up, I'm offering

- 1 AI chatbot implementation
- 25-page custom business valuation
- Sales strategy and competitor assessment
- Exclusive access to my Digital Efficiency Toolkit
- Get started with my CEO Guide to Chatbot Automation

If you've been looking for ways to be more productive
If you're overwhelmed by technology and don't know where to start
If you're eager to grow your business to new breakout levels of sales and profit...



Leave your thoughts here...

@ Post



Home



My Network



Post



Notifications



Jobs

2:43 5G 55%

Like Comment Repost Send

Comments Most relevant

Matt Lakajev Leads and Sales Expert · You 5h ...
Helping you get 5 warm leads per week on LinkedIn!...

Love this [Craig Miller](#)

So much value and such a well formatted post!

Business owners should take this if they want to learn AI!

Like 1 | Reply 1 reply

Craig Miller Author · 24m ...
Growth & AI solutions for business owners and...

Thanks [Matt Lakajev](#) I've already got one space filled with an action-oriented business owner who has signed up. He is very keen to start working with me to get a strategy review on how to grow and to exploit some AI tools level up his business.

Like | Reply

Saahas Baligar 1st · 13h ...
Scaling Your Operations With AI Automated Workflo...

This is a brilliant offer, Craig! Can't wait to see your clients shoot to the moon.

Like 1 | Reply 2 replies

Show 1 more reply

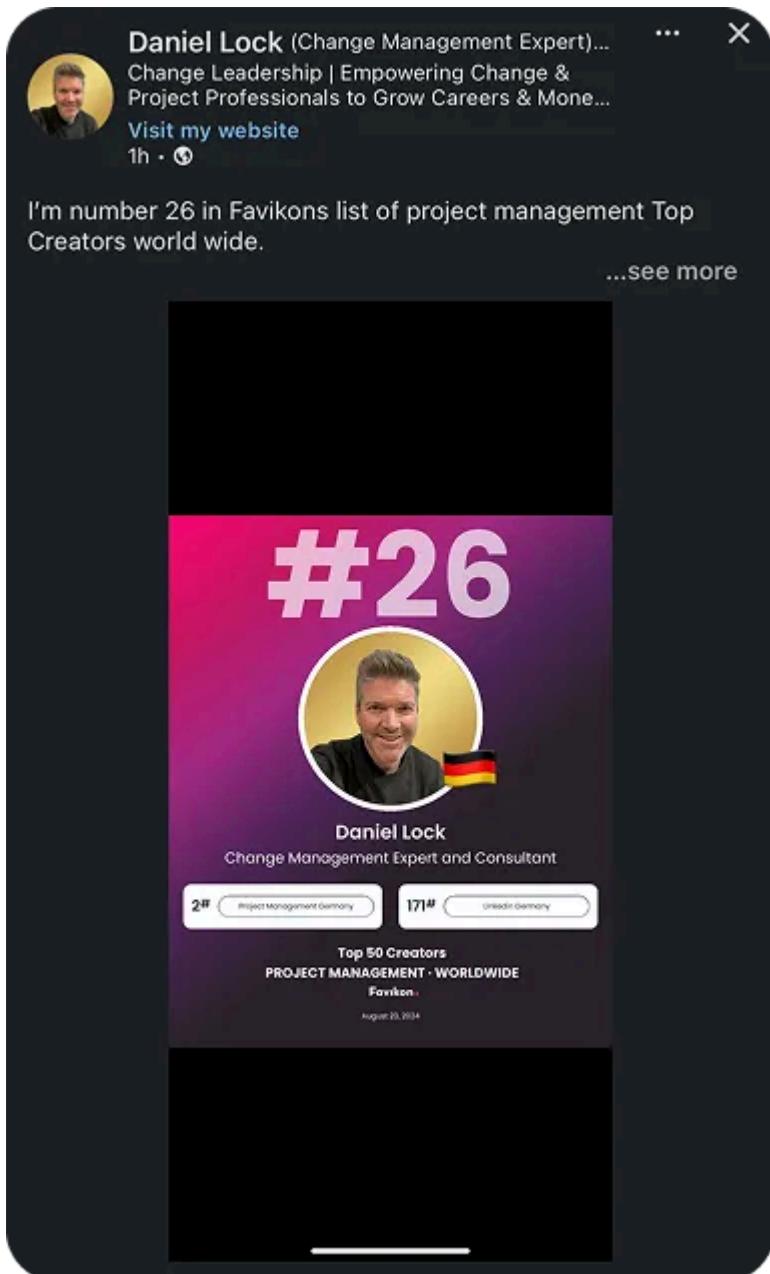
Saahas Baligar 1st · 11h ...
Scaling Your Operations With AI Automated W...

[Craig Miller](#) looking forward to it

Leave your thoughts here... @ Post

Home My Network Post Notifications Jobs

[Link to Daniel's LinkedIn Profile](#)



[Link to Daniel Paul's LinkedIn Profile](#)



Link to Daniel Priestly's LinkedIn Profile

Daniel Priestley and 6 others liked your comment. 2m

Replies The \$200/mth ChatGPT Deep Research said Daniel would run a better government based on all online data and...

I nearly SHATTERED my laptop in bed last night Watching Gary Stevenson vs. Daniel Priestley on Th...

389 reactions · 185 comments

Link to Daniel Walter's LinkedIn Profile



Link to Danilo's LinkedIn Profile

(2) \$30k a year Mastermind



Matt Lakajev Hey Creator, Last year I presented to a \$30k a year ..

May 16, 2025, 3:12 PM



Danilo

To: <matt@lc.sevenfigurecreators.com>



Fantastic, thanks for this Matt.

I had such a ling break and so happy to back in community . Skool community is a such a gold.

Cheers

Srdačan pozdrav,

Danilo

From running a video content agency ... to landing 3 warm leads in just 5 days

[Link to David's LinkedIn Profile](#)



David Mullett

3

10h ago (edited) in Wins



...

WINNING DEALS WITH DM's For My Clients

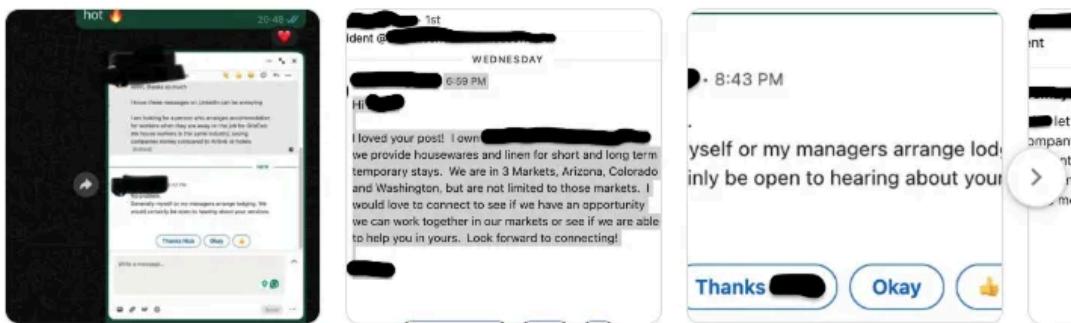
So I am running a LinkedIn management business (I was running a video content agency, but switched it up!)

I upsold my current clients to LinkedIn management, which means instead of just making their video content, I now do write content and daily outreach for them! (A lot of work, not scalable at all, but much easier to sell and lower churn!)

Here are some of the results I got in the DMs using the Sell in the DMs for 1 client in 5 days!

3 warm leads (See attachments!)

@Steve B & @Matthew Lakajev and TEAM Thanks 🎉



1 Liked

3

3 comments

[Link to Dennis' LinkedIn Profile](#)



Matthew Lakajev
6 Mar 15 in Wins

Watching (4)

...

Friday Wins! What were your top 3?

I've been hearing about some epic wins this week!

- Heard that [@Dennis Doty](#) booked 8 meetings in 4 weeks
- [@Pranjal Patel](#) booked like 5 meetings in a week 1 being inbound and is crushing it with content!
- [@Dev Desai](#) closing some awesome numbers back in his first month

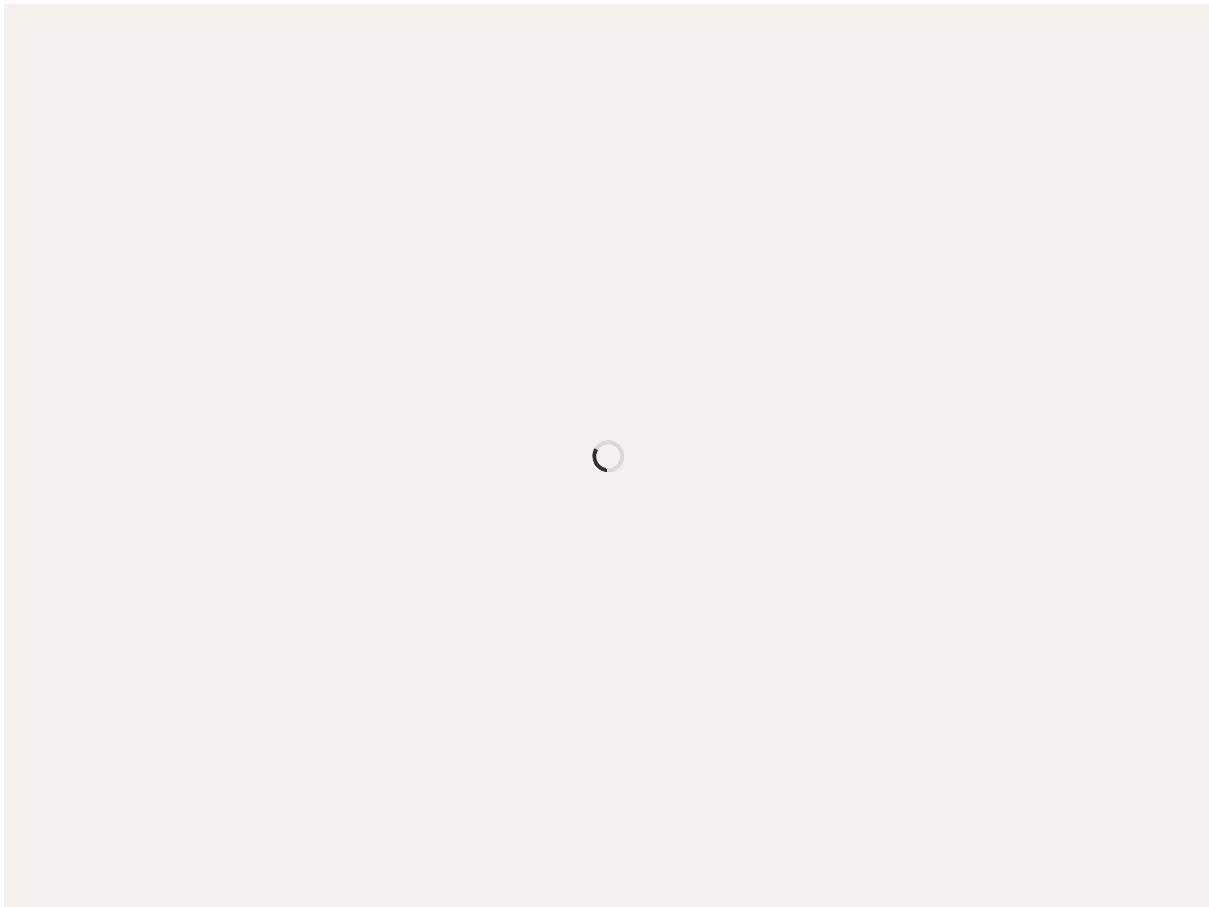
Mine were

- 13 or 14 people DMing me or Comments saying they closed deals because of my free content. This made me super happy. Images attached
- A successful week with the other coaches [@Steve B](#) and [@Julius Bieliauskas](#) joining and [@Beatrice Vladut...](#) See more

Complete action

How Dennis Jedlicka booked 13 meetings with just 1 lead magnet post

[Link to Dennis' LinkedIn Profile](#)



[Link to Derek's LinkedIn Profile](#)

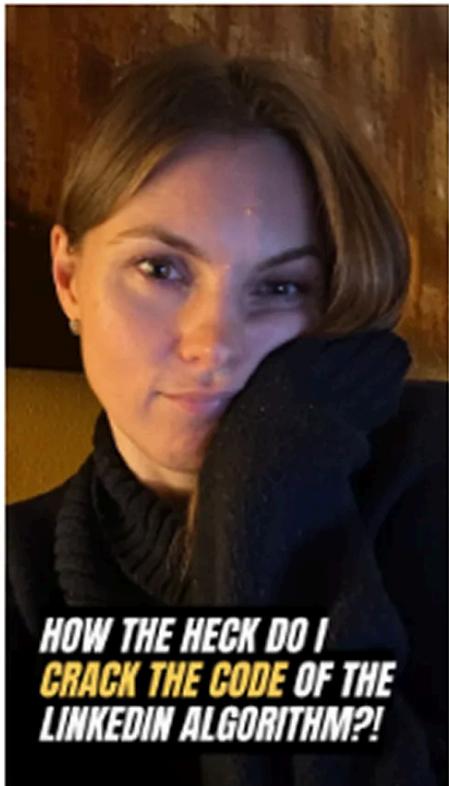
TODAY

 Derek Sang, QSSP, CSHEP (IASHEP) • 1:47 AM
Thought of you when she asked for help

 Ruta Stasiunaite 😊 • 2nd
The Success Coach | Founder of Redefi...
11h • 

I'm frustrated.

...more



**HOW THE HECK DO I
CRACK THE CODE OF THE
LINKEDIN ALGORITHM?!**

[Link to Devendra's LinkedIn Profile](#)

Dev Desai
3 Apr 30 in Wins



Iided a Job - Sell by chat

een helping people to land jobs in this super scare market. I used sell by chat to tweak it a two girls started having conversations... Finally they labeled roles that they were struggling or 3 months.

I use this method as my signature program to land your dream jobs... Thanks Matt for ducing this wonderful tool.

Dev Desai
2 Mar 5 in General Chat

Watching (3)

Win

Team, I used Matt's last two posts as my template and posted on LinkedIn. Within 2 days, I ha tings with inbound leads which went well. I am hoping that they will convert. Thanks Matt for ys sharing your best posts.

Liked 6

3 comments

Matthew Lakajev · Mar 5
Dang that is so awesome @Dev Desai !

Which post was it?

0 Reply

Dev Desai · Mar 5 (edited)
@Matthew Lakajev I templatised this one:
https://www.linkedin.com/posts/mattlakajev_how-i-made-82k-last-month-working-12-hrs-activity-7168487579929993216-scce?utm_source=share&utm_medium=member_desktop

Link to Dirk's LinkedIn Profile

k Schoemaker



Dirk Schoemaker Marked as won

1. 6FC (Qualified)

[View opportunity](#)

11:16

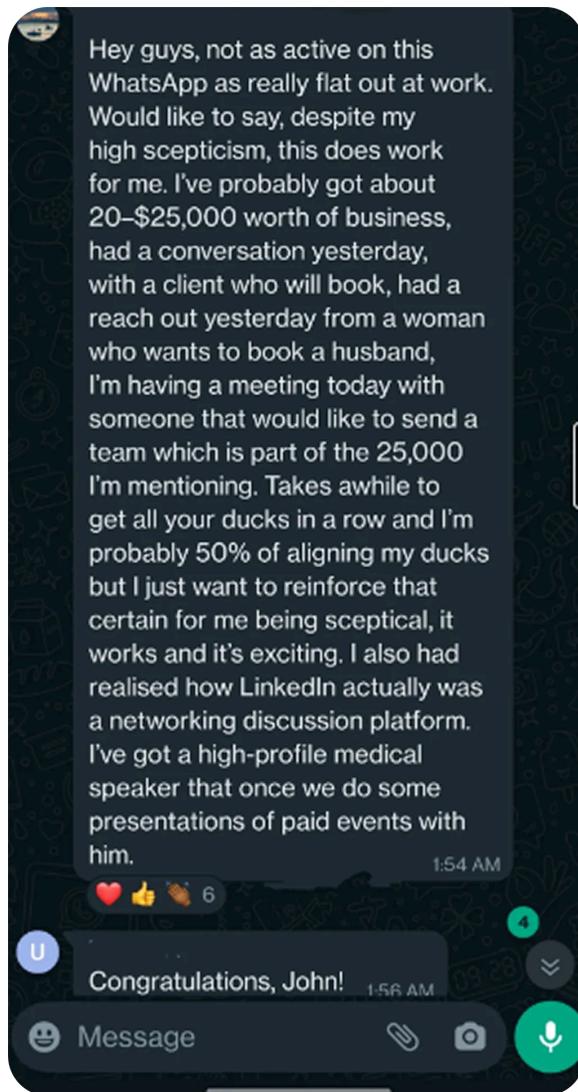
Thank you sir

13:34

Typically mega sceptical about online courses so a testament to the work that you're doing. Amazing stuff and thank you.

13:35

[Link to Dr. John's LinkedIn Profile](#)



Link to Dr. Jonathan's LinkedIn Profile



Jonathan Ashong-Lamptey

9d ago (edited) in Content - LinkedIn Posts

Watching (5)

...

I've Completed 63% of The Content Module. Here's How I'm Going To Fix My Career Ending Mistakes in The Next 30 Days

I'm 5 sections in and it's painfully obvious what I've been doing wrong.

Bit of context:

- I've completed Justin Welsh's courses.
- I've completed Ship 30 for 30 by Nicolas Cole and Dickie Bush

This means I know how to write online.

I grew my followers on LinkedIn by > 10k in 18 months.

This doesn't mean I know how to get clients online.

Most of those followers are not my ICP.

This means my potential revenue per follower is lower than it should be.

Here's what I've been doing wrong:

1 Speaking to the wrong audience.

I haven't been speaking to my ICP in terms of their:

- Fears
- Frustrations
- Aspirations
- Wants

In some cases I've been speaking to people who think they're my competitors!!!

I'm told I've got a strong reputation in my industry.

I want to be told I've got a strong reputation with my ICP.

Matthew Lakajev · 5d ago • Wins

Friday Wins!

Team such an epic session during today with the new release of the Content Fundamentals!

Was such an epic session

Anyway I wanted to call out a couple of epic wins from this week.

Add yours below however big or small!

- @Jonathan Ashong-Lamptey booking 6 meetings plus a possible 6 more in his first 7 day offer campaign from the 101 program
- @Jeremy Farrugia closing a \$42k deal that upgrade from \$18k a couple of days after. Also booked 5 meetings
- @Chris Johnson finally getting 2 deals over the line in 15 ... See more

1 Like 9 comments

Pranjal Patel · 5d
Now that's some crazy wins. Keep winning everyone !

Jump to latest comment

Matthew Lakajev · 5d

The screenshot shows a LinkedIn mobile application. At the top, there's a navigation bar with a back arrow, a lock icon labeled "Unlock AI", a search icon, and a profile picture with a red notification badge showing the number 3. Below the navigation is a post by a user with a profile picture of a person holding a phone, with the caption "Struggled To Complete 101 But Here's My S...". This post has 3 likes and a reply button. A reply from Jonathan Ashong-Lamptey (3 hours ago) is shown in a box, thanking @Matthew Lakajev for support and sharing his recent sales progress and challenges. He mentions having a high ticket Grand Slam Offer and 3-4 sales meetings. Julie Howard (2 hours ago) replies, praising Jonathan for his inspiring sharing and encouraging him to keep going. At the bottom, there's a comment input field labeled "Your comment" and icons for GIF and file attachments.

Struggled To Complete 101 But Here's My S...

Jonathan Ashong-Lamptey • 3h
@Matthew Lakajev thanks for the support.
I should have said... no sales... yet.
I've got a high ticket Grand Slam Offer with multiple stakeholders and meetings.
I estimate 3-4 sales meetings (post Discovery call to close)
This week I'm on my second meeting with 2 prospects... so this is a win for me.

Yesterday I had 3 Discovery Calls and they all want to progress... I was the one who disqualified them!

I'll share my lessons in a different post

Julie Howard • 2h
@Jonathan Ashong-Lamptey your sharing here is really inspiring. Keep going, you are doing good!

Your comment

Link to Dylan's LinkedIn Profile

Mar 27th 2025

Dylan Grocer

o! I copied your last two posts about creating LinkedIn posts into chat gpt and to follow that format and rules gave it a prompt and it created my last post. It's the first time I've gotten over 60 likes man thank you!

Link to Evan's LinkedIn Profile

► CLICK HERE 😊

Link to Evan Sukman' LinkedIn Profile

☆ Matt ↔ Evan, Nate

Hey Matt & Nate -

I want to thank you both for this video:

<https://www.youtube.com/watch?v=-LVFgAX0ZWo>

I used the info to post my first legit lead magnet post the other day and it went bananas.

20K impressions, 325 comments, 100+ new leads, 140+ new followers.

For reference, I had generated 200 leads in the past 4 months, so this was a 50+% growth in the total lead count in ~2

This stuff works!

Best,
Evan

Here's the post:

https://www.linkedin.com/posts/evan-sukman_consulting-students-internships-activity-7249096975524982786-H3m_source=share&utm_medium=member_desktop

ENTER to start writing a message...

TODAY

Evan Sukman  (The Consulting Mentor) • 2:19 AM

Thanks Matt! Appreciate these resources

And appreciate all the work you do – your Lead Magnet Playbook has made me many \$s haha

Hopefully have my first \$10k month on the horizon here, which has been great, so all is progressing well right now

[Link to Fabiana's LinkedIn Profile](#)



Fabiana Leal

... + 2 2 2 X

[Request services](#)

Fabiana Leal (She/Her) • 7:00 PM

Your tactics work

Hi Matt,

I've been willing to send you a message to say that I've started applying some of your leadgen tactics this month.

After 19 days I closed the first order of 670€ by doing cold outreach, the exact tactic I avoided for a long time!

I took my website down, retired my trainings, email marketing, quit social media to focus on the outreach strategy from now on. I chat with 5-10 people everyday.

Also, wanted to say that working with you is on my 50-desire list 😊 I'm almost broke now, but I trust this desire will come to reality soon.

Thank you for your generosity, you're truly helping me get back to my feet 🙏



Link to Faraz's LinkedIn Profile

 Faraz Mushtaq
9d ago in Wins



sonalization Wins—Landed My First Meeting

of the biggest lessons from Matthew Skool Community has been the power of consistency and personalization.

weeks, I've been applying what I've learned—refining my approach, engaging with my ICP, and refining my messaging. Today, it paid off.

I landed my first meeting, set for tomorrow at 1:00 PM Central.

Key? A personalized approach. Instead of sending generic messages, I focused on truly understanding my prospect's challenges and crafting outreach that spoke directly to them. That made all the difference.

This win wouldn't have been possible without the guidance from this community.

He thanks to Matt for reinforcing the importance of consistency, adaptation, and messaging that resonates.

This is just the beginning. On to the next one.

Link to Fatemah's LinkedIn Profile

 Fatemah Sajwani
Jun 11 in Wins



Campaign Followup

Hi! My 101 campaign was super successful, landing me 70+ B2C inbound leads and 1 close client, selling 4 of them my big ticket item and a retainer contract with an Ad agency to find their next client (I do both career coaching and fractional recruitment) resulting in \$2.8k with 60k+ post impressions on LinkedIn!

[Matthew Lakajev](#) I want to have these campaigns on a monthly basis-can you share some post ideas? I want to include customer case studies, and campaign posts (offer), what else should I include?

Liked 11

17 comments

11:23

◀ Skool

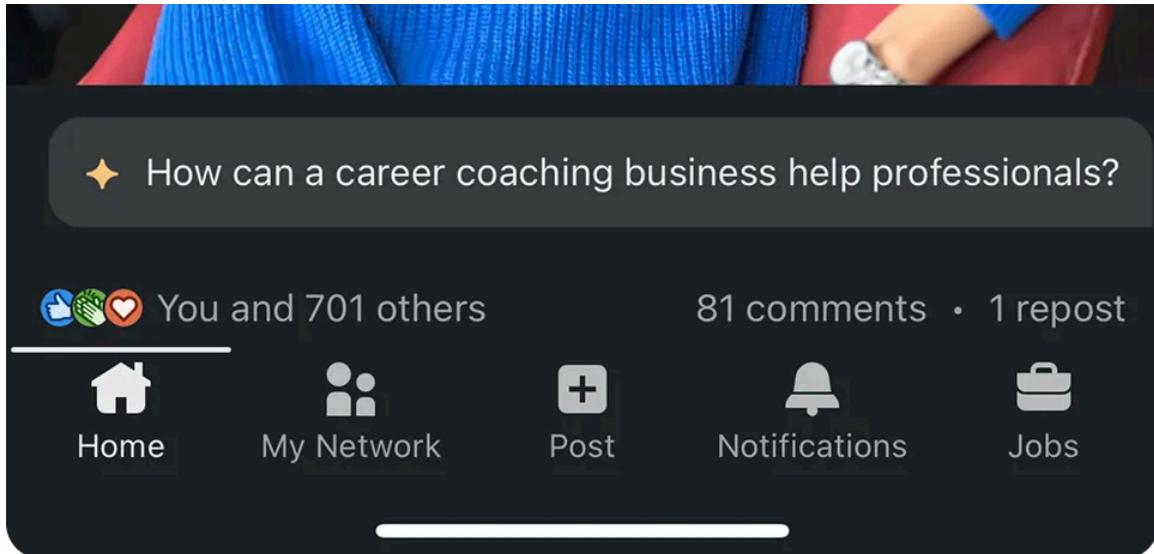
All activity

Posts Comments Videos Images Articles

 **Fatemah Sajwani** • 1st
Helping you secure 5+ Interviews in 3 months | Get recruiters to fight over you | Book your coaching with...
[Visit my website](#)
11h • 

I've been floating about on here for 11+ years.
And I've never properly introduced myself... [...see more](#)





Link to Fazal's LinkedIn Profile

Ahmed Sha ●
ekly → LinkedIn Videos |
port Videos for LinkedIn
1.2M+ Views | Wanna
Videos? Visit my About
eatured section.

+ Follow

full profile

What he asked was message everyone who:

- 👉 Likes ur post
- 👉 Visits your profile
- 👉 Comments on ur post
- 👉 Sends you connection request

Since then I didn't lose a chance to
Reach to everyone who interacts.

Results?

- Daily 50+ new conversations
- 3 Ongoing collaborations
- 3 leads every week
- Happy mee

Check out his work, you'll make loads of money.

I had to make a post to appreciate you **Matt**

Thank you for giving away so much man.

Today → My leads pipeline is crazy.

(His FREE stuff got me results)

- 👉 STOP chasing leads
- 👉 Start attracting leads.

P.S. Do you post on weekends?



[Link to Fedor's LinkedIn Profile](#)

Fedor Levikov  • 4:55 AM

hey Matt!

gotta say - your shit works! simple human conversations underrated

90 min into DMin - 2 calls booked

just read your 107 tactics - was in your program as well b
then dropepd out because had fires to put out ahaha

looking to rejoin in 1-2 months as well, setting up our
fulfillment

Link to Feras' LinkedIn Profile

Feras Khalbuss

6:

Ok as long as I can access before 11/12th let's cancel.

And this is simply due to me pivoting to job market I think you guys
class acts!

Link to Fernando's LinkedIn Profile



Fernando Tedesco • 3:42 PM

Hey Matt.

I've just hit a great post using your knowledge.

1,5k comments, 80k impressions. Lots of leads.

https://www.linkedin.com/posts/fernando-tedesco_inidesales-sdr-activity-7251947432324845569-hcen?utm_source=share&utm_medium=member_desktop

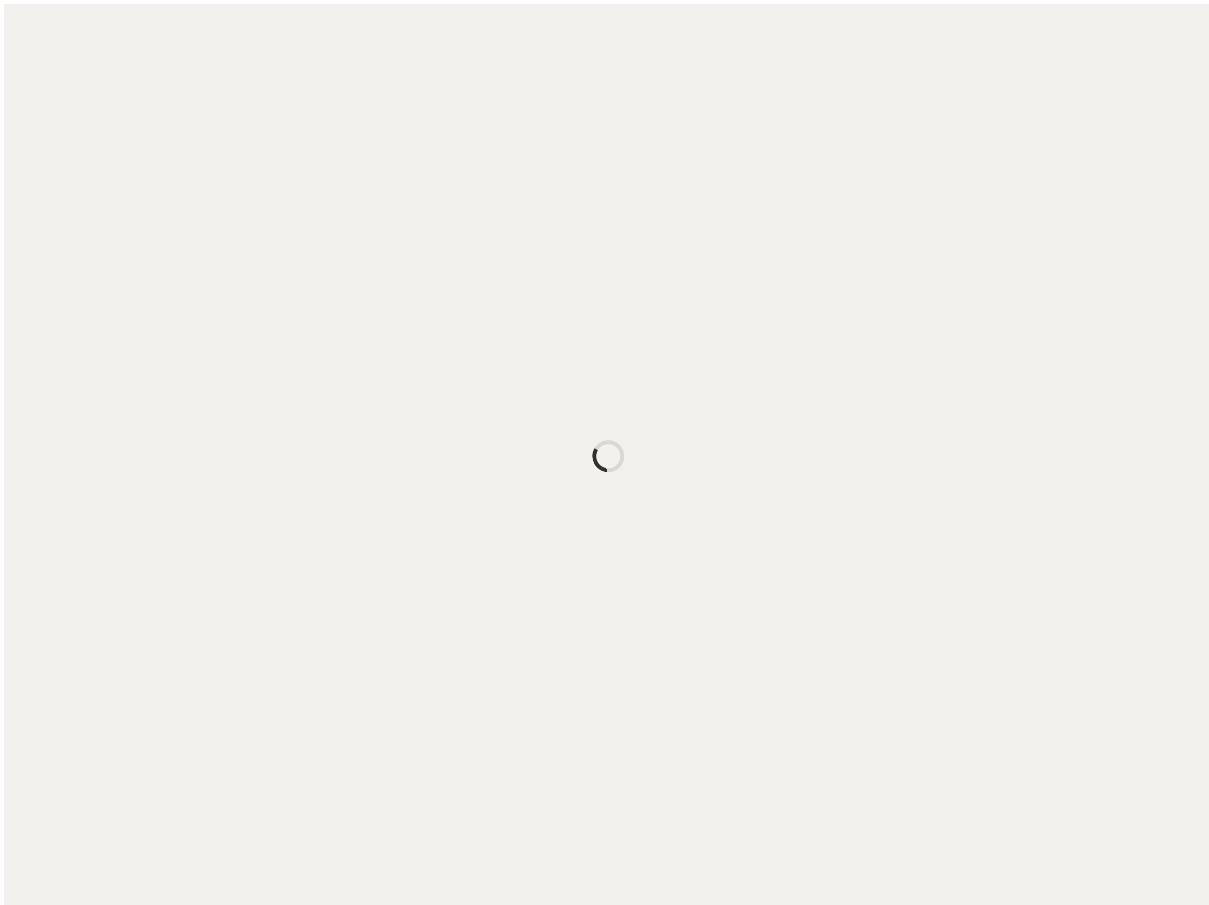
The post went amazing, but I feel like the e-mail funnel is not really good for conversions.

Wondering if it would make sense to talk to you about it and how would your services help me.

Cheers



Link to Garrett Will's LinkedIn Profile



Link to Garrett Dresen's LinkedIn Profile



Garrett Dresen, CFP® • 10:31 AM

Hey Matt, it was super relevant. You obviously understand the financial planning industry struggles!

Link to Garrett Miller's LinkedIn Profile

► [CLICK HERE FOR GARRETT'S LINKEDIN POST](#)

Link to Gaurav's LinkedIn Profile

Gaurav Kumar IN follows you and is inviting you to connect

I help financial advisors grow beyond referrals by building their personal brand.

20 Matt DuToit and 180 others

Today

Ignore

Acc

Hi Legend,

Your free resources has become boon for me. I have made \$2K+ with just your free stuffs.

I am levelling up daily and worked with 10+ clients in last 3 months.

Just want to say: Your free stuffs is priceless :)

P.S. Please send the recent lead magnet :) See less

Reply to Gaurav

Hey Matt, just watched your 5 videos on creating lead funnels. It was so good and I'm gonna implement it. Thanks :)

Edited 8:08 pm

By the way, I made \$1.4 K with your "The Ultimate LinkedIn Profile Kit" by just investing \$49 on it. That's a literally 30X + returns. I am learning more from your free stuff and implementing step by step. It all started with your profile audit training. I can't be thankful enough to you. You will feel proud of me one day, haha :) Best, Gaurav.

8:15 pm

Gaurav Kumar



To: <matte@lc.sevenfigurecreators.com>

Thanks legend :)

I just tried it and it works great.

On Tue, May 13, 2025 at 1:09 PM Matt Lakajev
<matt@sevenfigurecreators.com> wrote:

[HERE](#) is the GPT legend.

Link to Gavin's LinkedIn Profile

► CLICK HERE 😊

Link to Georgia's LinkedIn Profile

8:23 26

← **Unlock AI**

Georgia Hart
2 5h ago • General Chat

Content success story!

I haven't even finished the 101 section of the classroom training but I've listened to Matt's advice in my first call with him before signing up about writing to my audience and it's working!

2 pieces of content later and I got my first DM from a prospective client.

Can't wait to complete this course!

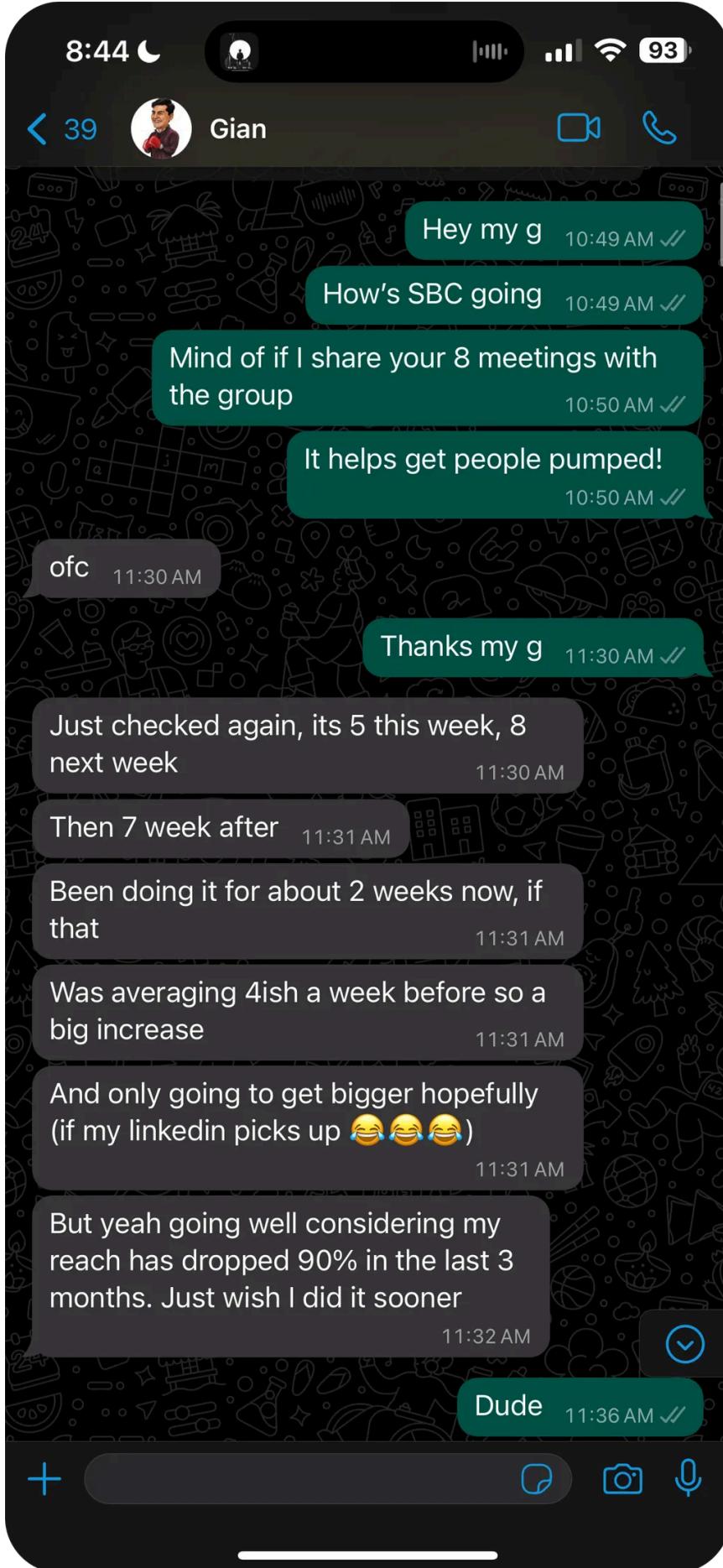
Liked 2 **3 comments**

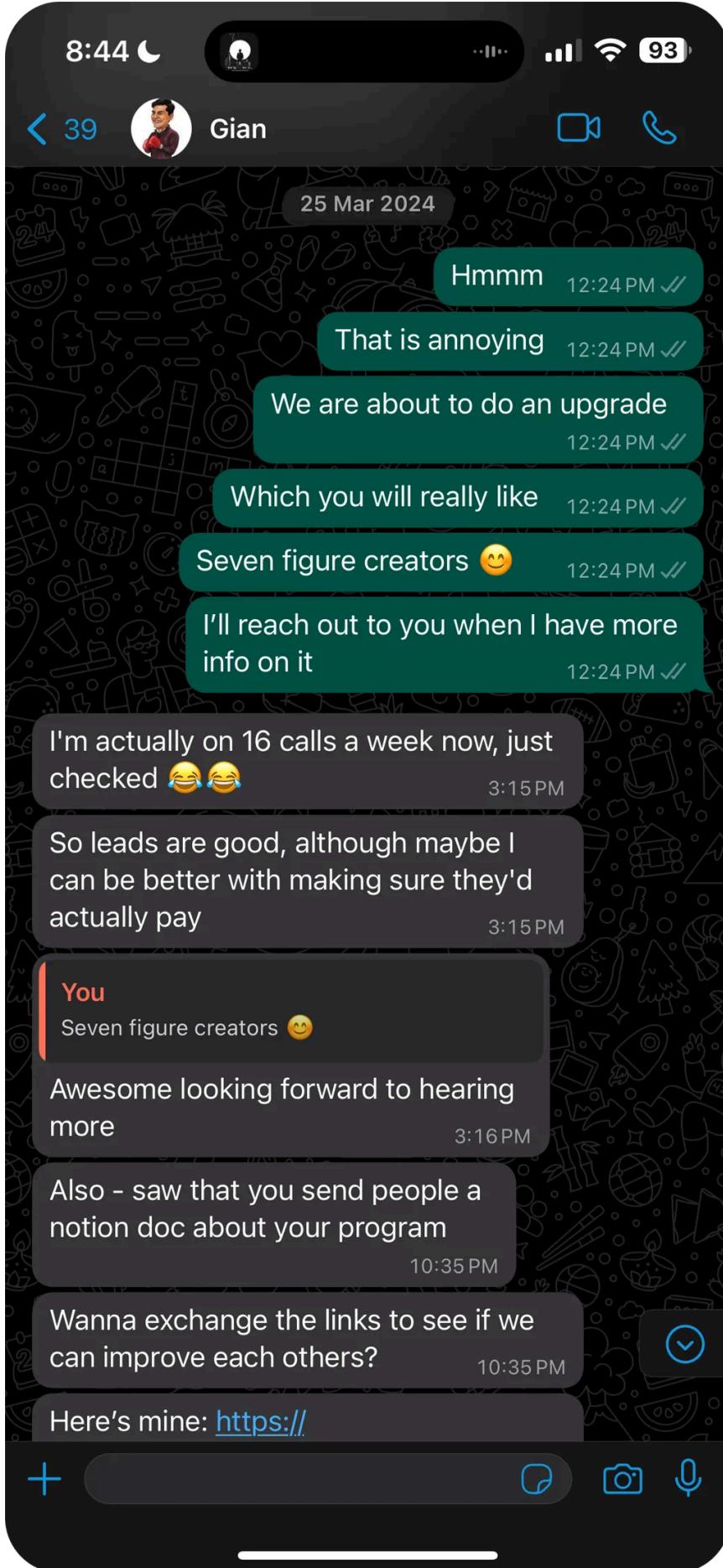
Hannah Lyss Tampioc • 4h
Congrats @Georgia Hart!

Jump to latest comment

How Gian tripled his sales meetings per week from 5 to 15 through our DM system even though his impressions dropped 40% during the time period

[Link to Gian's LinkedIn Profile](#)





Link to Gilbert's LinkedIn Profile

Gilbert Kralinger

May 3 (edited) in Wins

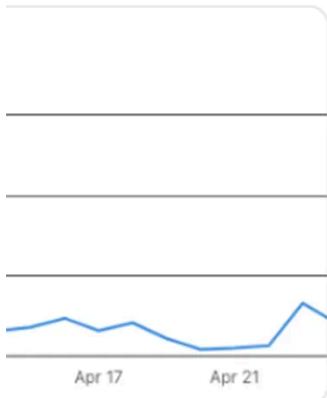


dated)First post that went kinda "viral"

Posted a cold email template giveaway and the post is making it rounds. 40k+ Impressions comments in the last 24h.

https://www.linkedin.com/posts/gilbert-kralinger_outbound-sales-prospecting-activity-589036476903424-68-o?utm_source=share&utm_medium=member_desktop

I appreciate it if you help to spread the word and connect with me!



Link to Gorden's LinkedIn Profile

Gorden Stevens · 8h

@Matthew Lakajev Thanks a lot for this. Yeah helps massively. I think focusing on people that are already bought into LinkedIn in the 'post only' crew is the best audience.

Thanks for the pick me up. Since changing the list I've booked 2 meetings and will potentially close a deal today!

1 Reply

Matthew Lakajev · just now

@Gorden Stevens ah sooo good legend! The list is EVERYTHING when you are reaching out. If you get that wrong, you can literally get 0 leads.

Focussing on people who are already bought into the fact that LinkedIn is a via platform is key. You don't have to "convince" them it's the right thing to do.

Dude sooo happy for you! This is just the beginning :)

0 Reply

Link to Gregory's LinkedIn Profile

Jul 30th 2024

Hamish H

6:1

Great stuff Matt - good to hear back and thanks for the update! Meanwhile I've been putting to use my new knowledge from the course, have been focussing on hooks with LinkedIn openers but also testing catchy titles for my dad's YouTube channel 😊 so far 4/5x'd his view count!

Jul 30th 2024

Matthew Lakajev

7:1

Dude that's epic!!!

e Hamish

0

Link to Hamish's LinkedIn Profile

Jul 30th 2024

Hamish H

6:1

Great stuff Matt - good to hear back and thanks for the update! Meanwhile I've been putting to use my new knowledge from the course, have been focussing on hooks with LinkedIn openers but also testing catchy titles for my dad's YouTube channel 😊 so far 4/5x'd his view count!

Jul 30th 2024

Matthew Lakajev

7:1

Dude that's epic!!!

e Hamish



Link to Hannah's LinkedIn Profile

Hannah Lyss Tampioc
online now (2:51pm in Manila)



1. Drafted my landing page and published
2. Made the process of finding the ICPs using different tools
3. Prepared my Google Sheets for tracking the people to connect
4. Watch conversations lessons

Today and tomorrow, my goal is to prepare my connection request scripts and preparing my process for sending DMs. I will start Monday and will commit to it asap.

Hannah Lyss Tampioc 3:16p

Maybe a small win to share is that I got 1 inbound lead from May 2 when I launched my landing page through my linkedin post

Hannah Lyss Tampioc 3:18p

I know my landing page is not perfect and Steve wanted me to optimize this further. But I believe it is not my priority right now as I have very limited capacity, I am doing everything on my own as of now. So I

sage Hannah Lyss Tampioc



Oct 11th 2024

Hannah Lyss Tampioc

8

Hello Matt, just letting you know that I closed 2 clients using your pitch deck template. I am so happy.

Hannah Lyss Tampioc

8

Thank you so much!

 Hannah Lyss Tampioc

3 11h ago (edited) in Wins



date from 2024

everyone and [@Matthew Lakajev](#)

ing here to give you some updates about my progress

also to make myself accountable.

been very active in 2024

sting on LinkedIn

esting in podcasts

ng sales calls

I a lot of customers came in

is overwhelming but a good problem to have.

It my team.

oved my service processes.

ed 10x more.

In a few months, I realize that I will change my target market.

ow I am back to refining my positioning and funnel again.

er grateful to Matt and [@Steve B](#) for all the learnings since last year because I couldn't achieve what I have now in business without their help.

Hannah Lyss Tampioc

Sat, May 31, 9:39 PM (2 days ago)

You're doing great!

I wanted to reach out and share a quick update on my end. I've been part of the program for over a year now, and I can honestly say it's been one of the most valuable investments I've made for my business.

I've been inactive in the program these past few months, I've been applying everything I learned from last year, and the results have been incredible. The number of leads and sales I've been getting has grown so much that it's overwhelming!

Because of this, I've had to pause most of my marketing efforts lately just so my small team can keep up with the volume of work.

However, I deeply appreciate the community and everything I've learned so far. Sometimes I still find myself checking back in just to read the posts from other members, which continue to inspire me.

I'd love to pause my subscription so I can focus on strengthening our operations and team capacity. I'll definitely reach out again once I'm ready to level up and rejoin more actively.

Again, thank you again for all the guidance and support. It's made a huge difference in my business.

Wishing you all the best,

Hannah Lyss Tampioc

Listing Content Strategist & Designer

Link to Hanif's LinkedIn Profile



Hanif

To: <matt@lc.sevenfigurecreators.com>



Hi Matt,
Kindly send me the resource you mention in the email.

I am presently reviewing the information you've already shared out there.
Resetting my structure and discovering my true strengths.
My business went flat for various reasons and I am at rock bottom, I truly
mean that statement.

Your information has already valuable to me, I am seeing everything
differently now.
Thank you.
Hanif

Sent from my iPhone

Link to Hibba's LinkedIn Profile



Hibba Imran • 12:53 PM

Yes, it has been. I have booked three meetings so far. And Affan booked 15 meetings, we have converted two clients.

I always thought, I can never sell had to change the perspective. And voila your playbook was it



Matt Lakajev (LinkedIn Expert) • 12:54 PM

This is awesome! Keep on crushing it!

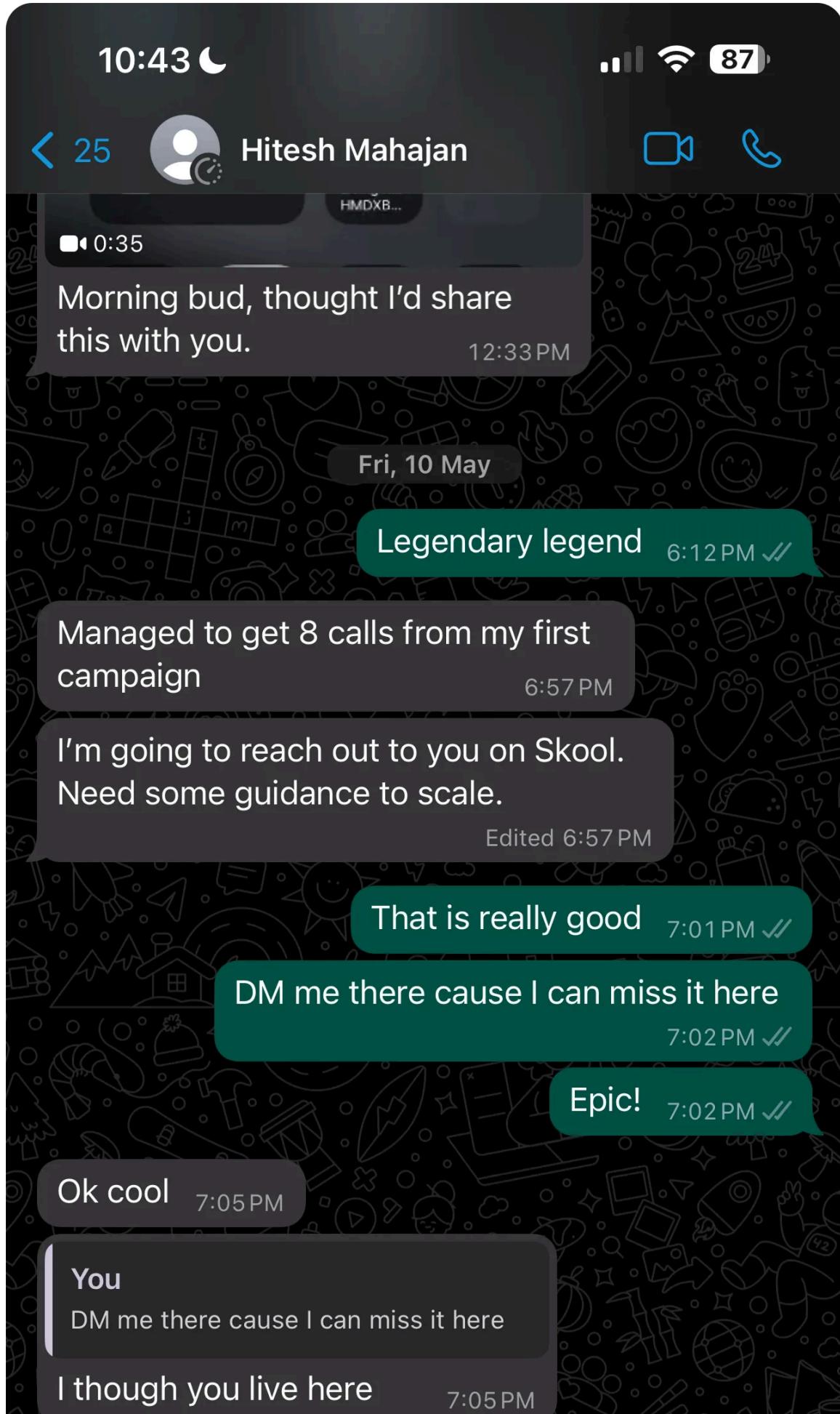


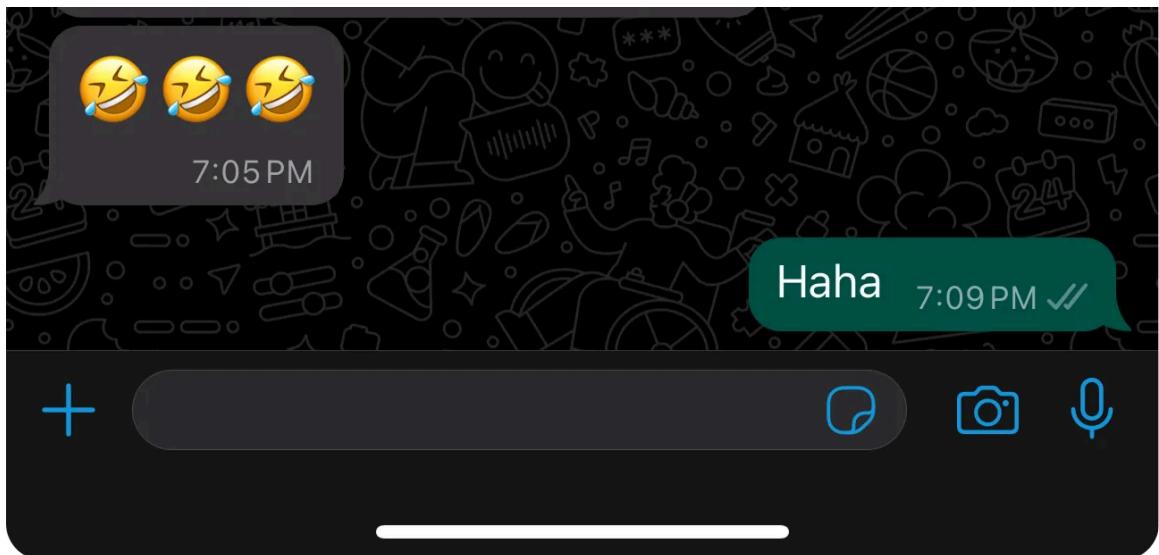
Hibba Imran • 12:55 PM

You are awesome, Matt!

I will definitely come back to you when we are scaling.

[Link to Hitesh's LinkedIn Profile](#)





Link to Ian Steven's LinkedIn Profile

Ian Steven Corsame

● Active now

... + 🔍 ⭐

[Book an appointment](#)



Ian Steven Corsame • 9:07 AM

Hey brother!

A bit of a progress update

At the first half of the year, I've only been booking 1-2 meetings per month

Ever since I joined your program I've been getting at least 1-2 a week

Small wins.. But still wins nonetheless

Your Selling in the DMs helped a lot.

And you're right.. Repitition and discipline + a good system is key

Hope you have a great weekend Matt!



Ian Steven Corsame  • 9:23 AM     

Yeah wanted to give the good news to you before you start your weekend

Matt. Thank you so much. Your program gave me so much hope in what I'm doing

Cheers brother. Have a good one! Talk soon

[Link to Ian Tenenbaum's LinkedIn Profile](#)

Ian Tenenbaum

4d ago (edited) in Wins



more sign ups on new offer!

ople at \$2k/ea. \$8k in new revenue so far this month! And its a 90 day programs so I'm hoping 50% continue.

nt client retention is 90%

ositioning and [packaging](#) is working awesome!

more prospects this week coming up.

uned



<http://packaging.is>

iked

15

23 comments

Ian Tenenbaum

active 2d ago (1:22pm in Los Angeles)



Ian Tenenbaum

2 this week so far. I need to ramp my outbound to get more pipeline. Listening to conversations modules now. Any tips or places to focus in on lmk

7:

Sep 6th 2024

[Link to Ignacy's LinkedIn Profile](#)

Nancy Lozinski

9 hours ago (1:12am in Oslo)



Jun 6th 2024

Ignacy Lozinski

12:1

Thanks Matt, appreciate it.

Ignacy Lozinski

12:1

BTW I closed my first deal via SBC system

Ignacy Lozinski

12:1

last week

Ignacy Lozinski

12:1



Jun 6th 2024

Matthew Lakajev

9:1

Dude sooo good!!!!

Matthew Lakajev

9:1

SUPER happy to hear

Matthew Lakajev

9:1

First of many

Ignacy Lozinski



Link to Iona's LinkedIn Profile

► CLICK HERE 😊

 **Ioana Hardy**

online now (7:44am in London)



Jun 2nd 2025

Harris Moazzam

11:12a

Hey Ioana, your 6 months end on June 13th and it's \$199 USD/mo to continue :)

Ioana Hardy

11:26a

Thank you so much Harris! Will this be renewed automatically or I need to do something about it? I'd like to continue. I find the materials and the interactions very valuable - even if I might look like I am not very present, I do a lot of work in the background :)