

# **Chapter 13: The Introvert's Playbook: How to Get Clients to Chase You**

## **Part 1: The Confession: "I Hate Bothering People"**

Of the 43 businesses Mark Kashef has started since high school, not one was built on the back of a cold call.<sup>1</sup>

"I have never done cold," he admits, a statement that seems to defy the entire hustle-and-grind ethos of modern entrepreneurship. "I don't like cold, I hate bothering people. I'm actually very shy, very introverted, and I already feel like I'm burdening people just by speaking to them, let alone asking them to buy something from me".<sup>1</sup>

This is the uncomfortable confession that underpins his entire philosophy on client acquisition. For many aspiring consultants, especially those who are technical, analytical, or introverted by nature, this is a familiar, gut-wrenching feeling. The conventional wisdom to "just get out of your shell" is not only unhelpful; it's a "way of solutioning... that is contrary to their personality".<sup>1</sup>

Kashef's solution was not to force a personality he didn't have. It was to reverse-engineer a client-acquisition system that made his personality a strength.

"I specialize in making people come to me," he explains, "because I'm more than happy to sell someone if they already are pre-sold themselves on potentially working with me. Very easy sale".<sup>1</sup>

This philosophy is brought into sharp relief by his "yin-yang partnership" with his business partner, Taha.<sup>1</sup> While Kashef built his entire model on inbound gravity, Taha is "exceptional" at outbound—the cold calling, the cold emailing, the aggressive prospecting.<sup>1</sup> This isn't a point of conflict; it's a strategic bifurcation.

"I am very good at inbound, where I... give a lot of stuff for free that people offer paid, and that will catch the attention of some folks that want even more".<sup>1</sup> Taha handles the rest. The partnership is so defined that Kashef leverages it in daily life. "I even make Taha ask the

burdening—Annoying questions when we are traveling together," he laughs. "If we go to a hotel... and I feel like I have a request that's kind of annoying, I will make Taha ask it because he is more than fine doing that, but I absolutely hate doing that".<sup>1</sup>

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*A minimalist graphic showing a yin-yang symbol.*

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**Method:** Pull
- **Strategy:** Give free value, attract clients organically, build goodwill.
- **Result:** Pre-sold clients who initiate the sale. "Very easy sale."
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**Method:** Push
- **Strategy:** Cold calling, cold emailing, proactive prospecting.
- **Result:** Client acquisition through direct, assertive action.

This partnership is the ultimate proof of concept. It validates both models, proving that cold outreach *can* work. But it also gives Kashef the freedom to perfect a different system—a system for the rest of us, the introverts, the analysts, and the builders who would rather demonstrate value than demand it.

## Part 2: The "Cold" Is Dying (And Why You Should Be Thankful)

Kashef's personal preference for inbound is rapidly becoming a market-wide necessity. The era of cold outreach as a primary strategy is ending, and ironically, AI is the assassin.

"Just know that we're moving into a world where doing cold everything will be that much more scalable," he warns.<sup>1</sup> At first, this sounds like an advantage. But it's a trap—a tragedy of the commons for our inboxes and phone lines.

"Every single person that's been instructed to do that... I don't think that there's a big enough of a market for millions of people to be doing cold to tons of people who are always receiving cold. You... get numb to it".<sup>1</sup>

When AI can generate a million personalized cold emails or automated cold calls, the channel's effectiveness plummets. We are already seeing it. We're becoming numb. "If I get like four or five AI automated calls, eventually I'm just gonna stop either responding or I'm not gonna give you the time of day," Kashef says. "The novelty of AI generated outreach... will

expire".<sup>1</sup>

This death of "cold" creates the single greatest opportunity for "hot."

As channels fill with what Kashef disgustedly calls "AI slop"<sup>1</sup>, the only signals that will cut through the noise are those of genuine, human, high-value goodwill. In an economy flooded with AI-generated spam, authenticity and generosity become the new authority.

The six strategies that follow are not just "inbound marketing." They are a series of tactical plays for building *trust* in an increasingly "trustless society".<sup>1</sup> They are how you build gravity, so that instead of chasing clients, you make them come to you.

## **Part 3: The Inbound Playbook: Six Strategies for Building Gravity**

### **Play 1: The Reddit Goldmine (Go Where the Pain Is)**

The first play is not a sales tactic; it's an intelligence-gathering operation.

"If language models are primarily trained using Reddit as information for how humans behave," Kashef reasons, "then why not go to where they live and where people are complaining... about what they're struggling with?".<sup>1</sup>

Somewhere, right now, your ideal client—your "avatar"—is complaining about their problem in a Reddit forum.<sup>1</sup> Your job is to find them.

This isn't a theoretical. Kashef shares a case study of an acquaintance who was building voice agents. The strategy was simple: he joined forums like r/VoiceAgents and r/AISolutions. He didn't sell. He didn't shill. He just "answered questions without selling, just solved problems".<sup>1</sup>

The result? "He was getting around 10 to 15 leads a day".<sup>1</sup>

Kashef was skeptical. "I thought he was kind of BS'ing me," he admits. "We jumped on Discord... and I was shocked to see that his DMs were actually full from Reddit".<sup>1</sup>

The principle is simple: "The more you are helpful to other people, the more you- They were

recognized, the more people are familiar with your name, and the more likely they are willing to reach out proactively".<sup>1</sup>

This entire strategy is fueled by a concept he calls **Knowledge Arbitrage**.

Being in a dedicated community like this one gives you a "very biased perspective".<sup>1</sup> You assume everyone knows what an MCP is, or that everyone knows about connectors in Claude.<sup>1</sup>

The reality? "Most people, they're still asking the same questions," Kashef says, "which is... 'what's the best way to scrape YouTube transcripts'".<sup>1</sup>

This knowledge gap is your opportunity. The information that is commonplace *inside* this community is revolutionary *outside* of it. You can find a "watering hole"<sup>1</sup> on Reddit, answer these "basic" questions with your advanced-but-simple solutions—like the one-click YouTube Transcripts MCP<sup>1</sup>—and instantly become the most valuable person in the room.

For those looking to execute this, he recommends a tool called Gummy Search, which allows you to "spy on different Reddit threads" and "monitor the discourse" by tracking keywords like "AI voice agents" or "anyone know good at consultants".<sup>1</sup>

The roadmap is a modest investment: "spend five to seven hours per week, ideally posting... Answering people's questions... or you can just spy".<sup>1</sup>

## Play 2: The Skool Infiltration (The "Fly on the Wall")

This play is a more targeted version of the Reddit strategy. The key, however, is to join *non-AI* communities.<sup>1</sup>

The value of your AI knowledge is *multiplied* when applied to a domain that is ignorant of it. In an AI-focused Skool group, you're one of many experts. But in a paid *accounting* group, you're a wizard.<sup>1</sup>

Kashef paints the scene: you're a "fly on the wall" in that accounting group.<sup>1</sup> A member posts a common problem: "Does anyone know how to automate this really annoying thing in Excel, we do DCF valuations... and I hate having to always use VBA to do XYZ".<sup>1</sup>

This is your moment. You provide the "**Golden Response**":

"Oh, did you know there's actually this thing called clod [Claude] for financial services, that

just came out... a few weeks ago," you reply. "It seems to be this really cool add-in that you can bring into Excel, blah, blah, blah, XYZ".<sup>1</sup>

The reaction is immediate: "Wow, I had no idea, that's good to know".<sup>1</sup> You have just established yourself as the go-to expert without selling anything.

This is the "**Value Recycling Strategy.**"

"You can literally take the sauce that I... provide all of you," Kashef explains, "repackage that sauce, take it elsewhere, look like a complete genius... supplement that genius with the drops that I give you as well, and you keep delivering value there".<sup>1</sup>

Over time, this generosity builds authority. Based on the "law of large numbers," if you provide that much one-way value with "zero... in return," the "good people... willing to take out their credit card" will inevitably reach out to you.<sup>1</sup>

This leads to the tactical conversion: the "**Community Downsell.**" When those people reach out, you present your tiers:

1. **Top Tier:** AI Workshop
2. **Mid Tier:** Hourly Consulting
3. **Downsell:** A \$20/month Community<sup>1</sup>

Your pitch is frictionless: "If you don't want to pay 200 bucks for one hour of my time, I do have a community for only \$19.99 a month... I answer questions every single day... You can literally cancel at any time".<sup>1</sup> It's an "amazing downsell" that gives them a taste of your expertise without the risk.<sup>1</sup>

### **Play 3: The LinkedIn Counter-Signal (How Not to Look Like a Bot)**

No platform is more abused by low-effort outreach than LinkedIn. Kashef's disdain for the current state of the platform is palpable.

"I hate the way people use LinkedIn. It's very parasitic," he says. "The AI Slop is very apparent".<sup>1</sup>

He lists the "telltale signs" of this AI slop, a checklist of inauthenticity that kills your credibility<sup>1</sup>:

- Rocket emojis 
- An emoji on every single bullet point

- Em-dashes everywhere

"If you're watching this and you do that," he pleads, "please tell your chat GPT to not put M-dashes or emojis on every single line. It just looks very jarring... Why dilute your brand... by having these little sloppy lines that don't make you look as white glove and as polished as you should?".<sup>1</sup>

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A side-by-side comparison of two LinkedIn posts.

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**Headline:** 🚀 Unleash Your 10x Potential with AI! 🚀
  - **Body:**
    - — Are you tired of manual tasks?
    - — My new framework is a game-changer. 🎉
    - — We help businesses scale FAST.
- **CTA:** Comment "Donkey Kong" and I'll send you my FREE template!
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**Headline:** Stop trying to automate Excel with VBA.
  - **Body:**
    - (Answering a question from a viral post)
    - "Saw a great question on [Author]'s post about DCF valuations.
    - Most people jump to VBA or Python, but the new Claude for Financial Services Excel add-in handles this in 3 prompts. It's a game-changer for financial analysts..."
- **CTA:** (None)

The worst offense, he notes, is the "**Donkey Kong**" Template Trap.<sup>1</sup> A consultant posts a generic, low-value template, demanding a comment like "Donkey Kong" to receive it. This might get "hundreds of comments" from naive users, but "it kills you long-term".<sup>1</sup>

Why? Because it's a lie. "One, they didn't build it themselves, meaning they have no idea how to set it up," he explains. "Two, if they don't know how to use... [n8n] and act like they do, once they get on the discovery call, I'm telling you that people can smell when you're full of it".<sup>1</sup> This is the "hype positioning" that leads to churn, a core lesson from Day 1 of the Playbook.<sup>1</sup>

The **Correct LinkedIn Strategy** is the opposite.

1. **Answer Questions on Viral Posts:** Find posts where the author "doesn't have the bandwidth to answer" and add "genuine sauce".<sup>1</sup> Every "like" on your detailed comment becomes a "social proof" broadcast to that person's network.<sup>1</sup>
2. **Be Human:** "Answer it yourself, make it look superhuman... lowercase," he suggests. "If you refuse to type it out... at least make it look very human".<sup>1</sup>
3. **Share What You Build:** Share "things that actually work." Even a "basic... custom gbt" or a simple "two basic web hooks and AI agent" is immensely valuable to the right

audience.<sup>1</sup>

4. **Be Thoughtful:** "Write it yourself, it doesn't take that much time to be thoughtful".<sup>1</sup>

## Play 4: The Conversion Machine (The Free Workshop Flywheel)

This is perhaps the most powerful and scalable inbound strategy in the playbook. Kashef calls it the "conversion machine": offering free weekly office hours.<sup>1</sup>

It's a "foundational flow," a "wheel" that spins with exponential momentum<sup>1</sup>:

1. **Offer Value:** You host free, weekly office hours for 3-5 hours.<sup>1</sup>
2. **Record Value:** You record the entire session.<sup>1</sup>
3. **Repackage Value:** You "post recordings back on LinkedIn as content".<sup>1</sup>

In this model, the "artifact, or the sawdust, of creating that recording" becomes the marketing.<sup>1</sup> The very act of delivering your service (the free workshop) creates the asset (the recording) that attracts the next wave of clients.

This flywheel builds an "army of different recordings" that serve as your case studies. When a prospect asks for proof, you "link them in two seconds," making you look "polished... genuine, and... more human" in an age of AI-generated avatars.<sup>1</sup>

The numbers are staggering. Kashef estimates a **40-60% conversion rate** from these free calls.<sup>1</sup> People who receive immense value for free feel a powerful "need for reciprocity".<sup>1</sup>

This strategy is the ultimate antidote to the "trustless society" where "everyone wants to put something behind a gate".<sup>1</sup> By being the one "trustworthy person" giving value away, you build a loyal following that is pre-sold on hiring you.<sup>1</sup>

## Play 5 & 6: The Asymmetry Arsenal (Lead Magnets & Open Source)

These final two plays leverage the single greatest opportunity in the market today: **The Asymmetry Principle**.

"The perceived value is here (high)," Kashef explains, gesturing, "And then the time took you to actually build it was here (low). Really good asymmetry".<sup>1</sup>

### Play 5: AI-Generated Lead Magnets (15 Minutes)

You no longer need weeks to build a valuable lead magnet. You need 15 minutes.

Kashef gives a real-world example: a "divorce law lead magnet".<sup>1</sup>

- **The Build (15-20 Mins):** Using the free Gemini AI Studio, he built a simple tool.<sup>1</sup>
- **The Function:** A user "walk[s] through your scenario of what's happening with your divorce... and you answer a few things in natural language... Gemini 2.5 flash... come[s] back with a legal response or blurb that you can use in your contract to help protect you".<sup>1</sup>
- **The Skill Myth:** "It's not like... 'oh, Mark, you're so smart,'" he clarifies. "I literally just asked the Gemini 2.5 Pro on AI Studio for free, build me this thing".<sup>1</sup>

With new tools like text-to-workflow in n8n, you can now build 10-15 functional workflows, record them, and share them on Skool, LinkedIn, or in warm emails.<sup>1</sup> The value is enormous, and the effort is minimal.

### Play 6: Open Source Everything

This is the ultimate expression of goodwill. Instead of just giving away a PDF, you give away the engine.

- **The Build:** Use Claude Code to "build useful frameworks".<sup>1</sup> For example, a tool that audits a vibe-coded app for improvements.
- **The Delivery:** Offer it as a "GitHub repo".<sup>1</sup>
- **The "Hack":** You don't even need to be a GitHub expert. "Just do the install app and cloud code, use that. Push that code and have it write a read me that's really well put together".<sup>1</sup>
- **The Result:** You give this framework away, "complete for free".<sup>1</sup> Because of the naivety of the market, "people will look at you like you're a... saint," especially those who have no idea this is now "achievable... in five, six hours".<sup>1</sup>

This is the big picture most people are missing. "People are obsessed about using vibe coding to build SaaS apps that will only die tomorrow and won't make a dollar," Kashef states bluntly.<sup>1</sup> "Newsflash. Most of SaaS tools will die".<sup>1</sup>

The real opportunity isn't to sell a \$5.99/mo app. The opportunity is to *give the app away for free* and, in doing so, attract a \$50,000 consulting contract from a client who is in awe of your generosity and expertise.

## Part 4: The Ticking Clock: Your 6-12 Month "Naivety" Window

This entire playbook—all six strategies—operates within a rapidly closing window of opportunity.

"I would say they're **six to twelve months left**," Kashef warns, "where you can take advantage of these arbitrage opportunities of naivete".<sup>1</sup>

The "naivety" is the simple fact that the general public *does not know* that a consultant can "build a whole framework or whole app or whole Chrome extension in five, six hours".<sup>1</sup> Right now, they assume it takes five to six *months*.

This "asymmetry principle"<sup>1</sup>—where perceived value is astronomically high and build time is shockingly low—is the "golden arbitrage"<sup>1</sup> you must exploit.

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A simple line graph. The X-axis is "Time (Next 12 Months)." The Y-axis is "Opportunity."

- A blue line, "Public Naivety / Perceived Value," starts high and trends sharply downward.
- A red line, "Public Awareness of AI Capabilities," starts low and trends sharply upward.
- The shrinking space between these two crossing lines is shaded and labeled: "**The 6-12 Month Arbitrage Window.**"

While others are "obsessed about building this tool that they think someone's gonna pay \$5.99 a month for"<sup>1</sup>, the smart consultant is using that same tool as a *free* lead magnet.

The goal, Kashef stresses, is to "attract people to come to you to bang your door to open it so you can say yes to them giving you money without you going and saying let- me convince you why you should give me money".<sup>1</sup>

He likes this "inverse scenario" for two reasons<sup>1</sup>:

1. "I sleep better at night, I feel better."
2. "If someone doesn't want to work with me, it's all good. I didn't exert any effort outside of putting value that I can then repurpose."

## Part 5: The Proof: My "Fiverr Hack" Origin Story

This entire philosophy is not a theory. It's an origin story.

"When people tell me that, 'oh, lucky you, Mark, you can do inbound... you're in a privileged position.' Yes, sure," he concedes. "But I only got here... [because] I didn't have an audience

for my first thousand hours of consulting. I had just fiber [Fiverr]".<sup>1</sup>

Before the YouTube channel, before the Skool community, he was grinding it out, "paying... all my dues in very low ticket things... ten bucks... per order".<sup>1</sup>

And it was there, in the trenches of the gig economy, that he discovered the hack that would become the blueprint for his entire inbound empire.

"I would put at the very bottom of every single one of my Fiverr job posts, a free 15-minute countly [Calendly] link".<sup>1</sup>

This tiny, free offer, buried at the bottom of a \$10 gig, changed everything. The result? "On average, three to seven free 15-minute discovery calls per day".<sup>1</sup>

This was the flywheel igniting. Those dozens of weekly calls became his real-world education, allowing him to "aggregate a lot of understanding of how different... companies are looking for AI" <sup>1</sup>—the exact "pattern recognition" that he identifies in Day 1 as the cornerstone of a successful consultant.<sup>1</sup>

But more importantly, it triggered the fundamental human emotion his entire playbook relies on: reciprocity.

He would "turn those 15-minute calls naturally into me giving such good advice that they feel like, 'why did you do this for free?' Now they feel this need for reciprocity," he recalls. "At least a portion of folks that would want to work with me, and then ask me to build things for them".<sup>1</sup>

That is the playbook, in microcosm. He didn't chase. He didn't cold call. He didn't "bother" anyone.<sup>1</sup>

He gave away his most valuable asset—his knowledge—for free. And in a trustless world, that simple act of goodwill made the sale for him.

## **Works cited**

1. Consulting Playbook Day 13\_How to Get Inbound Clients (Without Cold).txt