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The Inbound Lead Content Playbook

Hooks, CTAs and content structures that turn
views into conversations with real buyers.

25 hooks • 15 CTAs • 6 templates



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Your content gets views. So why no conversations?

If people watch, like and scroll past — but nobody sends a DM, books a call or asks a price — the problem is rarely the algorithm. It's that your content was built for attention, not for conversation. This playbook fixes that with three tools: hooks that attract buyers (not just viewers), content structures that build trust fast, and CTAs that make starting a conversation feel easy.

"Views are rented attention. Conversations are owned opportunities. Build every post to earn one conversation."

Who this is for

- Founders of AI, IT, marketing and service businesses selling B2B or high-ticket offers
- Coaches and consultants posting on LinkedIn, Instagram or YouTube
- Anyone whose content gets reach but no enquiries

How to use it (15 minutes a day)

- Day 1: read Chapters 1–2 and fix your profile (Chapter 6).
- Every post: pick 1 hook (Ch. 3) + 1 structure (Ch. 5) + 1 CTA (Ch. 4).
- Every comment: reply, then DM with the scripts in Chapter 7.
- Every Friday: check your conversation rate (Chapter 9).

6 reasons views don't become conversations

Reason	What it looks like	The fix
1. Wrong audience	Viral posts about general AI news; followers are students and peers, not buyers	Write for one buyer: their role, their problem, their words
2. Entertainment, not problems	Tips, trends and opinions with no link to a business pain	Every post names a pain your buyer has this week
3. No clear next step	Post ends with "Thoughts?" or nothing	End with one low-friction CTA (Chapter 4)
4. Too much effort to reply	"Book a call" as the first ask	Ask for a one-word comment or DM first
5. No proof	Claims without screenshots, numbers or stories	Show one real example, result or behind-the-scenes
6. Profile doesn't convert	Visitors click your profile and see a job title, not an offer	Profile = landing page (Chapter 6)

Quick self-check

Out of your last 10 posts, how many named a buyer's problem? ____ / 10

How many ended with a specific action? ____ / 10

How many showed proof (screenshot, number, story)? ____ / 10

Score below 5 on any line = start there.

The Conversation Content Formula

Every post that starts conversations follows the same five beats. Use it for text posts, carousels and 30-second videos.

Beat	Job	Example (AI service founder)
1. HOOK	Stop the right person in 1 line	"Your agency has 0 pipeline 30 days after the last project ends."
2. MIRROR	Show you understand their situation	"Referrals dried up, LinkedIn feels random, you're still the only salesperson."
3. INSIGHT	One new idea or reframe	"The fix isn't more posts. It's a system: signals » personal message » 60-second follow-up."
4. PROOF	Make it believable	"Here's the exact sheet I use (screenshot) — 14 replies from 60 messages last week."
5. SOFT CTA	Invite a small next step	"Comment SYSTEM and I'll send you the template."

Golden rules

- One post, one buyer, one problem, one CTA.
- Write like you talk. Short lines. No jargon your buyer wouldn't use.
- Specific beats clever: numbers, time frames, names of tools, real screenshots.
- Give away the what and why freely; the done-for-you is what people pay for.

25 hooks that attract buyers, not just viewers

Pick the type that fits your post, then swap in your buyer's words. Test 2 versions of the hook before you post; keep the one you'd stop for. Story hooks must be true — replace the examples with your own real stories and numbers.

Pain mirror (they feel seen)

- Your content gets views but no DMs. Here's why.
- You're still the only salesperson in your company.
- Leads come in at 9 pm. Your team calls back at 11 am.
- You posted every day for 30 days and got 0 clients.
- Your best client came from a referral — and you don't know where the next one comes from.

Number + time frame (fast, specific)

- 10 qualified B2B leads in 7 days — the exact steps.
- How I booked 5 sales calls this week in 15 minutes a day.
- 3 AI agents that save a 10-person team 20 hours a week.
- The 60-second rule that doubled our site visits.
- 30 days of LinkedIn posts written in 1 afternoon.

Myth-bust (challenge a belief)

- Posting more won't get you more clients.
- You don't need a big audience to get inbound leads.
- Cold outreach isn't dead. Lazy outreach is.
- AI won't replace your sales team. Slow follow-up will.
- Viral posts are the worst posts for B2B sales.

Story (open a loop)

- A clinic owner told me: "We miss 30 calls a day." Here's what we built.
- I almost lost a ₹3L deal because of one email. Here's what I changed.
- Last Sunday, 100 people joined my live class. 1 question changed my whole offer.
- My first AI client came from a comment, not a pitch.
- I filled 10 competitors' enquiry forms. Only 2 called me back.

Contrarian / list (save-worthy)

- Stop writing 'Thoughts?' at the end of your posts. Do this instead.
- 7 CTAs that get comments from buyers, not peers.
- The 5-line DM that turns a comment into a call.
- 5 posts every founder should write this month.
- If your profile headline is your job title, read this.

15 CTAs that start conversations (lowest friction first)

#	CTA	Friction	Best for
1	"Comment TEMPLATE and I'll send it to you."	Very low	Lead magnets
2	"Reply with the number of leads you got last month."	Very low	Starting a dialogue
3	"Which one is you: A or B?"	Very low	Polls, segmentation
4	"Want the checklist? Comment CHECK."	Very low	Checklists
5	"What's the #1 thing stopping you from ___?"	Low	Research + DMs
6	"Drop your website and I'll tell you 1 fix."	Low	Free mini-audits
7	"DM me AUDIT for a free 2-min video review."	Low	Service leads
8	"Save this for your next campaign."	Low	Reach (not leads)
9	"Tag a founder who needs this."	Low	Reach + referrals
10	"Join Sunday's free live build — link in comments."	Medium	Webinars
11	"Grab the free e-book (link in Featured)."	Medium	E-mail list
12	"Reply CALL and I'll send 3 time slots."	Medium	Warm audience
13	"Want me to set this up for you? DM SPRINT."	Medium	Quick-win offer
14	"Book a free 15-min fit call (link in Featured)."	Higher	Ready buyers
15	"Applications open for 5 spots this month."	Higher	Premium offers

Rule of thumb

Use 4 low-friction CTAs for every 1 high-friction CTA.

One CTA per post. Two CTAs = zero action.

Put the keyword in CAPS so people know exactly what to type.

6 content structures that build trust fast

Rotate these through the week. Each one shows a different kind of proof: expertise, results, process and personality.

Structure	Skeleton (fill in the blanks)
1. The Mistake Post	1) Hook: "Most ___ make this mistake with ___." 2) The mistake (1–2 lines) 3) Why it costs them (number or story) 4) The fix in 3 steps 5) CTA: comment keyword for the template
2. The Teardown	1) Hook: "I reviewed ___ (website/ad/profile). Here's what's killing conversions." 2) 3 problems with screenshots (blur names) 3) 3 quick fixes 4) CTA: "Drop your link for a free 1-fix review."
3. The Mini Case Study	1) Hook: result + time frame 2) Before: their situation (in their words) 3) What we did (3 bullets) 4) After: numbers + quote 5) CTA: "DM CASE for the full breakdown."
4. The Framework Carousel	1) Slide 1: promise ("The 5-step ___ system") 2) Slides 2–6: one step per slide, 1 sentence + visual 3) Slide 7: example / proof 4) Slide 8: CTA + keyword
5. Before / After	1) Hook: "Before vs after we automated ___." 2) Two columns: time, cost, stress, results 3) The one change that made the difference 4) CTA: question about their 'before'
6. Behind-the-Build (demo)	1) Hook: "I built ___ in 20 minutes. Watch." 2) 30–60 sec screen recording or screenshots 3) What it does for the business owner 4) CTA: "Want it for your business? Comment AGENT."

Your profile is your landing page

People who like a post click your profile within seconds. If it doesn't say who you help and how, the conversation dies there. Remember: whether you are an expert or not yet, you must look like one in the first 5–10 seconds.

Element	Formula	Example
Headline	I HELP [audience] WITH [dream outcome] USING [method]	I help AI & IT service founders get 10 qualified B2B leads in 7 days using the LinkedIn + AI Sales Machine
Banner	Promise + proof + CTA	"20–30 sales conversations a month • 50+ workflows shipped • Free playbook below"
Featured	1 lead magnet + 1 booking link + 1 case study	This playbook • Free 15-min fit call • Client result post
About (first 3 lines)	Pain » what you do » who it's for	"Sales shouldn't depend on referrals. I build AI lead-to-deal systems for B2B founders..."
Photo	Clear face, eye level, soft smile, plain background	Same photo on every platform
Activity	Comment on 10 buyer posts a day	Your comments are content too

Comment » DM » call: 3 scripts

DM 1 — deliver the promise (send within 1 hour)

Hey {name}! Here's the template you asked for: {link}

Quick question so I can point you to the right part — is this for your own business or for clients?

DM 2 — continue the conversation (after they reply)

Got it. What's the #1 thing that's slowing your leads down right now — finding the right people, getting replies, or follow-up?

(Listen. Give 1 specific tip for their answer. No pitch yet.)

DM 3 — invite to a call (only if there's a clear problem)

That's exactly what I help founders fix. Want me to look at your setup on a free 15-minute fit call?

If it's not a fit, I'll tell you honestly and point you to the right resource. Here are 2 slots: {slot 1} / {slot 2}

Do's and don'ts

- Do reply to every comment publicly first, then DM.
- Do use their name and their exact words.
- Don't send a pitch or a calendar link in the first message.
- Don't send bulk identical DMs — platforms restrict accounts that do.

CHAPTER 8

Your 7-day inbound content plan

Day	Structure	Hook type	CTA
Mon	Mistake Post	Pain mirror	Comment keyword » checklist
Tue	Behind-the-Build demo	Number + time frame	Comment AGENT
Wed	Framework Carousel	Contrarian / list	Save + comment keyword
Thu	Mini Case Study	Story	DM CASE
Fri	Teardown	Myth-bust	Drop your link for 1 free fix
Sat	Before / After	Pain mirror	Question about their 'before'
Sun	Live class / recap	Story	Join next Sunday + free fit call

Repurpose once, post everywhere

1 live class » 1 YouTube video » 5 Shorts/Reels » 3 LinkedIn posts » 1 carousel » 1 newsletter.
Same idea, different format. Consistency beats volume.

Measure conversations, not views

Metric	How to calculate	Healthy starting target
Conversation rate	$(\text{comments with keyword} + \text{DMs}) \div \text{views} \times 1,000$	3–10 per 1,000 views
Reply rate	$\text{DM replies} \div \text{DMs sent}$	30%+ for keyword DMs
Call rate	$\text{calls booked} \div \text{conversations}$	10–20%
Profile visits	from platform analytics	Rising week on week
Best hook type	compare conversation rate by hook type	Double down on the winner

These are starting benchmarks to beat — not promises. Track them weekly in a simple sheet and change one thing at a time: hook, structure or CTA.

Weekly 10-minute review

- Which post started the most conversations? Why?
- Which hook type won? Write 3 more like it.
- Which CTA got ignored? Replace it with a lower-friction one.
- Which buyer phrases appeared in comments/DMs? Add them to your swipe file.

NEXT STEP

Want this running for you in 7 days?

You now have everything to turn attention into conversations yourself. If you'd rather have it set up for you — profile, 7 days of posts, comment-to-DM flow and an AI follow-up system — that's exactly what my 7-Day LinkedIn Lead Sprint does.

Book a 1:1 strategy call with Zuber

We review your current content, profile and offer together.

You leave with a clear 30-day plan to turn views into booked calls.

Book from zubershaik.com — the session fee is shown on the booking page.

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About Zuber Shaik

Forward-deployed engineer, AI adoption specialist and founder of Immenseclick. I build AI agents, automations and lead systems for real businesses every week — and teach exactly what I use, live every Sunday, at Zuber Shaik Academy.

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