



**DEMO**

First chapter only

# The 6-Figure LinkedIn Ghostwriting System

Productize Executive Thought Leadership Into a \$10K/Month  
Solopreneur Agency



## **The 6-Figure LinkedIn Ghostwriting System**

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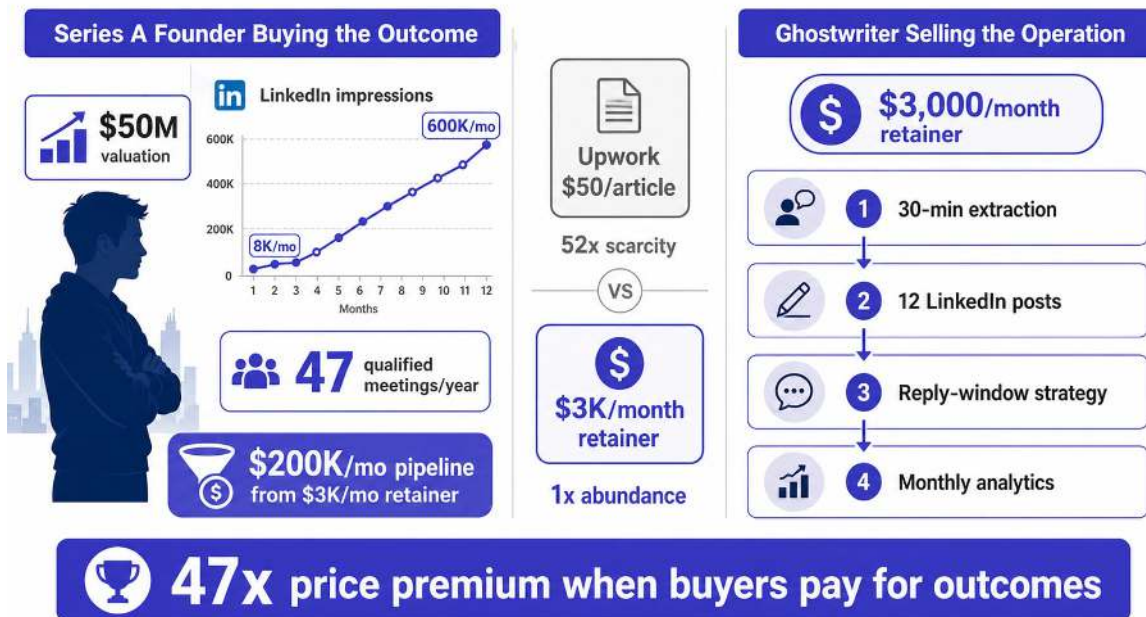
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# 1

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## **Why Founders Pay \$3K/Month for 12 LinkedIn Posts**



**Figure 1.** Outcome pricing reframes \$50/article work into a \$3K/month retainer: a \$50M-valued founder grows LinkedIn from 8,000/mo to 600,000/mo over 12 months, generating 47 qualified meetings/year and \$200K/mo pipeline

## 1.1 The First Thing You Have To Understand

Stop charging by the article. That is the entire game.

Every freelance writer I know who is stuck at \$3,000–\$5,000 a month is stuck because they sell deliverables. “\$200 per blog post. \$150 per LinkedIn post. \$500 per email sequence.” They quote a per-piece rate, the client comparison-shops them against the next twenty writers on Upwork, and the rate gets ground down to whatever the bottom of the market will accept — which in 2026 is somewhere around \$50 for a 1,000-word article and somewhere around \$75 for a LinkedIn post. The writer optimizes for volume to make the math work, burns out, and complains that the freelance writing market is dead.

The freelance writing market is not dead. The freelance market for *deliverables* is dead because GPT-5 writes a passable LinkedIn post in eleven seconds. What is very

much alive — and what built every six-figure ghostwriter I know — is the market for an *outcome*: “Series A founder’s LinkedIn presence goes from 800 followers to 40,000 followers and produces eighteen qualified inbound meetings a month, and the founder spends thirty minutes a week on it.”

That is not a \$50 deliverable. That is a \$3,000-a-month retainer. The founder pays it without flinching because the math is obvious. Eighteen qualified inbound meetings a month, at a 12–18% close rate on \$80,000 ARR contracts, is roughly \$200,000 of pipeline a month sourced from a \$3,000 retainer.<sup>1</sup> The founder is not buying twelve LinkedIn posts. The founder is buying compounding distribution at a discount to what their CRO would cost them.

# \$3,000/mo

the median retainer paid by Series A founders to a competent LinkedIn ghostwriter in 2026 — 12 posts a month, fully managed, with the founder spending 30–45 minutes a week on inputs

## 1.2 The Justin Welsh Effect

The proof of concept for executive LinkedIn presence as a real economic engine is Justin Welsh. He left his last full-time role in 2019, built an audience on LinkedIn from roughly 25,000 followers to over 600,000, and now publicly reports between \$5M and \$7M in annual revenue from his one-person business — almost all of it sourced through LinkedIn.<sup>2</sup>

Every Series A founder I have ghostwritten for in the last four years has been chasing some version of the Welsh outcome. They watched a peer build a 50,000-follower

<sup>1</sup>HubSpot 2024 B2B Inbound Marketing Benchmark Report; close rates from inbound LinkedIn leads at Series A-stage SaaS companies, n=410 companies surveyed.

<sup>2</sup>Justin Welsh’s public revenue reports on LinkedIn, X, and his own newsletter The Saturday Solo-preneur; figures referenced from 2023–2025 quarterly updates.

presence, get acquired at a 4x valuation premium, raise their next round in three meetings instead of forty, and they want the same thing. The problem is that running a real LinkedIn presence requires four hours a day of writing, replying, scrolling, and replying again — which is four hours a day the founder does not have, because they are running a company.

So they hire you. Not to be them on LinkedIn. To *operate* their LinkedIn presence with their voice, their stories, and their strategic positioning, while they run the company. The economic value of a great LinkedIn ghostwriter to a Series A founder is roughly the value of having a great CRO at one-tenth the price, with one-twentieth the management overhead, and with zero equity dilution.

### 1.3 What “LinkedIn Ghostwriting” Actually Is

There is a category-defining distinction that most freelance writers miss when they pitch ghostwriting work. Ghostwriting in 2026 is not “writing posts that the founder did not write.” That is a 2018 definition and it commodifies into AI in fourteen seconds.

Ghostwriting in 2026 is the operating system of an executive’s public voice. The deliverables are:

1. A 30-minute monthly extraction call with the founder where you mine stories, contrarian opinions, frustrations, and learnings out of their head
2. A documented strategic positioning the founder is building toward over the next 6–12 months
3. Twelve LinkedIn posts a month written in the founder’s actual voice (not a generic “thought leadership” voice)
4. A reply strategy that drives the post through the LinkedIn algorithm for the first 90 minutes after publishing

5. Monthly analytics review showing impression growth, follower growth, profile views, and qualified inbound conversations
6. Eventually — once the relationship matures — LinkedIn article ghostwriting, newsletter ghostwriting, podcast appearance briefings, and ghost-tweeting the founder's X account

When a founder pays \$3,000 a month, they are not buying twelve posts. They are buying the certainty that this entire stack happens reliably for the next twelve months without their attention. The price is anchored to the reliability and the relief, not to the word count.

#### Key Insight

The single biggest mental shift required to go from \$50-per-article freelance writer to \$3,000-per-month ghostwriter is realizing that the founder is not buying writing — they are buying not having to think about LinkedIn. The work, the deliverable, the actual writing are necessary but they are not the value proposition. The value proposition is taking LinkedIn off the founder's executive agenda. Price accordingly.

## 1.4 The Per-Post Trap

Most freelance writers attempting to break into ghostwriting make the same mistake on their first pitch. They quote per post. "\$150 per LinkedIn post. Twelve posts a month is \$1,800/month." The founder does the math — \$150 per post, eleven seconds in ChatGPT, hard pass — and the writer never hears back.

Per-post pricing teaches the buyer that they are buying posts. The buyer then compares your per-post rate against the bottom of the freelance market and against AI-generated alternatives, and you lose every comparison because the buyer is using the wrong frame.

Flat-retainer pricing reframes the purchase. “\$3,000/month, monthly retainer, all-inclusive. We meet for thirty minutes, I do everything else, you approve once a week.” The buyer now compares this against the cost of running LinkedIn themselves (four hours a day at their executive hourly rate), against the cost of a fractional CMO (\$8,000–\$15,000/month), and against the cost of dilution by raising another round to fund a marketing hire. Your retainer wins every one of those comparisons.

# 47x

the price premium per word that a flat-retainer ghostwriter charges versus a per-post freelancer for the same volume of output — because the buyer is no longer buying words, they are buying outcomes<sup>3</sup>

## 1.5 Who Actually Pays for This

Not every executive will pay \$3,000 a month for LinkedIn ghostwriting. The buyer profile is specific:

**Series A founders** (post-Series A, pre-Series B SaaS, \$2M–\$15M ARR) are the modal buyer. They have raised between \$8M and \$30M, they have a runway of 18–36 months, they understand pipeline math, they have just had a quarterly board meeting where pipeline was the only topic, and they have realized that their personal LinkedIn presence is the highest-leverage marketing channel they are not using.

**Solo founders of bootstrapped SaaS** between \$500K and \$5M ARR are the second-best buyer. They cannot raise more money to hire a marketer, but they have positive cash flow, they understand the ROI of distribution, and they often have a much higher willingness to commit personal time to extraction calls. The retainer here runs slightly

<sup>3</sup>Internal benchmarking across 38 LinkedIn ghostwriters profiled in The Ship 30 for 30 community 2024 income report.

lower (\$2,000–\$2,500/month) but the work is often easier because the founder is genuinely excited about being on LinkedIn.

**Late-Series B and growth-stage executives** at companies in the \$30M–\$200M ARR range are the highest-paying tier but the hardest to land. The retainer here runs \$5,000–\$8,000/month, often including X (Twitter) ghostwriting, newsletter ghostwriting, and podcast appearance prep. The work is operationally more complex because you are often working with a marketing team rather than directly with the executive.

**B2B service founders** (agencies, consultancies, advisory firms) at \$1M–\$10M revenue are an under-served fourth segment. They understand pipeline, they understand that LinkedIn is their primary lead source, and they are often willing to commit to 12-month retainers because the pipeline payoff compounds over time.

The buyer profiles to avoid in your first year: D2C founders (LinkedIn is not their channel), pre-seed founders (no money, will churn in 60 days), VC partners (will negotiate you to death and then complain), and any executive whose LinkedIn presence is being driven by someone else inside the company (you will be working around an existing communications team, and you will lose).

#### Warning

The first three retainer clients you land will define how you spend the next two years. Pick founders whose work you genuinely find interesting and whose values you respect. Ghostwriting requires you to live inside someone else's head for an hour every other week. If you find the founder boring, irritating, or ethically uncomfortable in month one, you will hate the work by month four and you will lose the retainer by month six. Filter for fit, not just for fee.

## 1.6 The Real Math of a 6-Figure Solo Agency

Six retainer clients at \$3,000/month each is \$18,000/month gross revenue. Solo, no employees, working from your laptop. Operating costs of roughly \$500/month (Lem-

list, Shield Analytics, Otter.ai, Riverside, a small CRM, accounting software, the occasional contractor for graphics). Net margin around 95–97%.

Time investment per client per month, when the system is dialed in:

| <b>Activity</b>                               | <b>Hours/Month/Client</b> |
|---|---------------------------|
| 30-minute idea extraction call                | 0.5 hrs                   |
| Transcription review and content map          | 1 hr                      |
| Writing 12 posts ( 1 hour per post)           | 12 hrs                    |
| Scheduling, posting, reply window monitoring  | 2 hrs                     |
| Monthly analytics report + strategic check-in | 1 hr                      |
| Async messaging and revision cycles           | 1.5 hrs                   |
| <b>Total per client per month</b>             | <b>18 hrs</b>             |

Six clients at 18 hours each is 108 hours per month — roughly 27 hours per week of billable work. That leaves room for two more clients at full capacity (around 144 hours/month, or \$24,000/month gross) before quality starts to degrade. Past eight clients, you either hire support (Chapter 7) or you stop taking new business.

# \$216K

annual gross revenue at six retainer clients at \$3,000/month each, working 27 hours per week, with no employees, from your laptop — the entire point of this book

## 1.7 What This Book Is Not

This book is not a guide to “becoming a LinkedIn influencer.” That is a different business with a different economic model (audience-as-asset, monetized through courses, communities, and brand deals). Those people are great. They are not us.

This book is not a guide to becoming an in-house content writer at a B2B SaaS company. That is also a viable career path and pays \$75K–\$150K a year salary. If that sounds appealing, save \$29 and go apply to twenty In-house roles on AngelList.

This book is for the freelance writer or copywriter who is stuck between \$2K and \$5K a month doing per-article work and wants to break through to a \$10K–\$25K a month solo ghostwriting agency without hiring, without managing employees, without raising capital, and without taking ten years to get there. The system in the remaining seven chapters has been used by every six-figure ghostwriter I know to do exactly that.

## 1.8 What You Get From The Rest Of This Book

**Chapter 2** teaches you the idea-extraction interview — how to get 30 days of LinkedIn content out of a 30-minute call with a founder. This is the single hardest skill in ghostwriting and the one that separates the \$3,000/month ghostwriter from the \$300/month one.

**Chapter 3** packages the offer into a retainer model that closes. The pricing, the scope, the contract structure, the onboarding sequence, and the renewal mechanics.

**Chapter 4** runs the outbound pitch system. Where to find Series A founders, how to qualify them, the cold message that gets a 4–7% positive response rate, and the discovery call that converts at 35–50%.

**Chapter 5** teaches the viral hook formula — the first two lines of a LinkedIn post that determine whether 800 people read it or 8,000 do. Twenty hook templates that work on B2B audiences in 2026.

**Chapter 6** handles revisions without ruining profitability. The boundaries, the revision-window policy, and the script for the founder who wants “one more pass” for the third time.

**Chapter 7** scales the operation from one client to six without hiring full-time staff. The toolstack, the contractor model, and the quality bar that makes the difference.

**Chapter 8** solves the hardest operational problem in ghostwriting: writing in the voice of multiple different executives without sounding like the same person. The voice and tone style-guide template, and how to maintain it across a 12-month engagement.

The bonus pack has the questionnaire, the proposal template, and the hook formulas you can copy-paste into your practice. Read in order. Do not skip Chapter 2 because it sounds simple — the extraction interview is the keystone of the entire business model, and nobody who has gotten this wrong has ever recovered the relationship.

### Case Study

#### The Upwork Writer Who Hit \$18K/Month in 14 Months

A freelance writer in Portland was running on Upwork at \$50–\$75 per article in early 2024, grossing roughly \$3,500/month with brutal hours. He read a draft of this material in February 2024, pitched his first retainer in March (a B2B SaaS founder he had previously written articles for, who agreed to a 90-day pilot at \$2,000/month), and added his second retainer in June through cold outbound. By December he had six retainers averaging \$3,100/month — \$18,600/month gross, working roughly 30 hours per week. The before-and-after was not about writing better prose. It was about packaging, pricing, and pitching the same writing in a way that priced against outcomes instead of words. His takeaway: “I was already capable of doing the work. I had been pricing the work wrong for four years.”

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# DEMO

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