



LINKEDIN GROWTH MASTERCLASS

The exact system that got us 5 high-ticket clients
from LinkedIn in 21 days. Zero ad spend.

21,253

Impressions on a single post

75,000+

CTO's post reach in 24
hours

5

High-ticket clients closed

PKR 0

Ad spend on LinkedIn

Duration	Live Sessions	Recorded Lectures	Batch Size
4 Weeks	12 Sessions	12 Lectures	30 Students Only

Investment: PKR 30,000

Instructors: Muhammad Ibrahim (CMO) & Hammad Bin Asad (CTO)

Tech 7 Group

COURSE OVERVIEW

This is not a course about growing LinkedIn followers. This is a complete system for using LinkedIn as your primary client acquisition channel. Every lecture, every template, and every live session is built from our own documented LinkedIn activity that generated inbound leads and closed deals across Saudi Arabia, UAE, Egypt, and the UK in 21 days.

You will learn the exact profile optimization, content strategy, outreach methods, and closing techniques that took us from 56 connections with zero business presence to signing retainer clients from LinkedIn comments and DMs. No theory. No fluff. Just the system we used, the screenshots to prove it, and hands-on practice to implement it for your own business.

THE 3-STEP FRAMEWORK

01 — CONTENT	02 — CONVERSATIONS	03 — CLIENTS
Create content that attracts the right decision-makers to your profile.	Turn comments, connections, and DMs into genuine business conversations.	Move qualified conversations into discovery calls, proposals, and signed deals.

The objective isn't followers. The objective is revenue.

WEEK 1 — FOUNDATION & PROFILE THAT CONVERTS

Recorded Lecture 1: LinkedIn Fundamentals for Client Acquisition

Why LinkedIn is the most powerful B2B platform right now. The difference between growing followers and growing revenue. How we went from 56 connections to closing clients in Saudi, UAE, and UK. The LinkedIn algorithm explained — what it pushes, what it kills. Setting your goals for the next 30 days.

Recorded Lecture 2: Profile Optimization — From Invisible to Irresistible

Your headline — how to write one that makes decision-makers click. Your about section — the framework that converts profile visitors into DMs. Your banner — what to put on it and what to avoid. Services section, featured section, and experience section done right. Real before and after of our own profiles with actual results from each change.

Recorded Lecture 3: Positioning & Niche Selection

How to pick the right niche for LinkedIn. Positioning yourself as an authority vs a freelancer vs an agency. The difference between "I do AI" and "I build AI voice agents for dental clinics in the GCC" — specificity sells. Building your one-line pitch that makes strangers want to connect.

Live Session 1: Student Profile Roast

Every student shares their LinkedIn profile. I go through each one live, tear it apart, and rebuild it on screen. Headline, about, banner, everything. You leave this session with a fully optimized profile ready to attract clients.

Live Session 2: Niche & Positioning Workshop

Each student presents their niche and positioning. We refine it as a group. I share what's working in the market right now and where the highest-paying LinkedIn niches are. Every student leaves with a locked-in niche and a one-line pitch.

Live Session 3: Q&A; + Homework Review

Open Q&A; on everything from Week 1. Review homework assignments. Students who've already made profile changes share their early results.

WEEK 2 — CONTENT THAT GETS CLIENTS

Recorded Lecture 4: The Content Framework — What to Post

The 4 types of posts that generate clients — demo posts, credibility posts, insight posts, and story posts. How each one works in the algorithm. Why video demos outperform everything else by 5-10x. What content to avoid because it kills your reach.

Recorded Lecture 5: Writing Captions That Drive DMs Not Just Likes

The anatomy of a high-performing LinkedIn post. First line hook — how to stop the scroll. Body structure that holds attention. CTAs that generate DMs and comments not just likes. Real examples from our posts that hit 21K and 75K impressions with the exact caption breakdown.

Recorded Lecture 6: Video Content & Demo Strategy

How to record demo videos that go viral on LinkedIn. Equipment, setup, lighting — you don't need a studio. The script structure — hook, demo, close. How to repurpose one demo into 3-4 pieces of content. Screen recording tools and editing basics.

Live Session 4: Content Creation Workshop

Every student writes their first LinkedIn post live. I review each one on screen. We fix hooks, restructure captions, and polish CTAs. Every student leaves with a ready-to-publish post.

Live Session 5: Video Demo Recording Session

Students who have a service or product record a quick demo. We review the footage, fix the script, and optimize for LinkedIn format. Students without a demo product learn how to create one using screen recordings and walkthroughs.

Live Session 6: Content Calendar & Posting Strategy

We build a 30-day content calendar for each student. What to post on which day. Posting times for different markets (Pakistan, GCC, US, UK). How to batch content creation so you're never stuck wondering what to post.

WEEK 3 — OUTREACH THAT BOOKS CALLS

Recorded Lecture 7: Finding Your Ideal Clients on LinkedIn

LinkedIn search methods — how to find decision-makers in any industry. The Google to LinkedIn hack. Using company pages and "People Also Viewed" to chain leads. Apollo to LinkedIn workflow for hyper-targeted outreach. Building your lead tracker sheet.

Recorded Lecture 8: Connection Requests That Get Accepted

When to send a note vs when to connect without one. Connection request templates that work for different situations. How your profile does the selling before they even read your note. The 200-character limit and how to use every character.

Recorded Lecture 9: DM Strategy — From Stranger to Call

The DM framework — first message, follow-up, call booking. How to move a conversation from comments to DMs to Zoom. Templates for different situations — inbound interest, cold outreach, follow-up after connection. What to never say in a DM. Real DM conversations from our pipeline showing exact messages that led to meetings.

Live Session 7: Lead Finding Workshop

Every student spends 30 minutes finding leads live using the methods taught. I review their lead lists, fix their targeting, and help them identify the highest-value prospects. Each student leaves with 20+ qualified leads ready for outreach.

Live Session 8: DM Role-Play Session

Students pair up and practice DM conversations. One plays the lead, the other plays themselves. I listen in and coach in real time. We review real DM conversations from students who've already started outreach. Fix mistakes before they become habits.

Live Session 9: Outreach Tracker & Pipeline Setup

Every student sets up their Google Sheet tracker. We define the columns, the workflow, and the follow-up schedule. Students who've been doing outreach share results and we troubleshoot what's not working.

WEEK 4 — CLOSING DEALS & BUILDING THE MACHINE

Recorded Lecture 10: Discovery Calls That Convert

How to run a discovery call from open to close. The question framework — pain, impact, budget, timeline. How to present your service without sounding salesy. Handling objections — "it's too expensive," "I need to think about it," "send me a proposal." Real recording of our discovery call with a CEO from Dubai.

Recorded Lecture 11: Proposals That Close

How to write a proposal that makes saying yes easy. Structure, pricing, milestones, and payment terms. The one-page proposal vs the detailed proposal — when to use which. Real proposals we sent to clients with exact pricing and structure. How to follow up after sending a proposal without being annoying.

Recorded Lecture 12: Building the LinkedIn Revenue Machine

Turning LinkedIn from a hustle into a system. Daily routine — 30 minutes that generates clients consistently. Scaling from 1 client to 5 to 10 without burning out. When to raise your prices. Building a team to handle delivery so you can focus on growth. How to use your first 3 clients to get the next 30 through referrals and case studies.

Live Session 10: Proposal Writing Workshop

Every student writes a proposal for a real or hypothetical client. I review each one live. We fix pricing, structure, and language. Students leave with a ready-to-send proposal template customized for their niche.

Live Session 11: Mock Discovery Calls

Students pair up and do mock discovery calls on Zoom. I coach live, pause mid-call, give feedback, and restart. We practice objection handling for the most common pushbacks. This is the session that builds real confidence.

Live Session 12: Graduation, Results Review & Next Steps

Every student presents their LinkedIn journey — before and after profiles, posts published, impressions, leads generated, calls booked, deals closed. We celebrate wins, analyze what worked, and build a 90-day plan for each student. Certificate distribution. Community access for ongoing support.

BONUS MATERIALS INCLUDED

01. LinkedIn headline and about section templates
02. 30 proven caption templates for different post types
03. Connection request and DM swipe file with 15+ templates
04. Proposal template (the exact one we use for GCC clients)
05. Lead tracking Google Sheet template
06. 30-day content calendar template
07. Discovery call script and objection handling guide

- 08. Access to private WhatsApp group with all batch students
- 09. Lifetime access to all 12 recorded lectures
- 10. Certificate of completion from Tech 7 Academy

INVESTMENT

Item	Details
Course Fee	PKR 30,000
Duration	4 Weeks — 12 recorded lectures + 12 live sessions
Batch Size	30 students maximum per batch
Recordings	Lifetime access to all recorded lectures and live session recordings
Support	Direct access to Muhammad Ibrahim for 30 days via private WhatsApp group
Templates	All templates, scripts, trackers, and frameworks included
Certificate	Certificate of completion from Tech 7 Academy

INSTRUCTORS

Muhammad Ibrahim	Hammad Bin Asad
Co-Founder & CMO, Tech 7 Group • 15,000+ students trained in AI • \$100,000+ managed ad spend • Built Tech 7 from scratch to 45-person company • 56 to 456 LinkedIn followers in 3 weeks • 5 clients closed from LinkedIn with zero ad spend • 21,000+ impressions on a single post	Co-Founder & CTO, Tech 7 Group • Asia's first N8N certified AI professional • 75,000+ impressions on a single LinkedIn post • Built AI systems deployed across KSA, UAE, and UK • 400+ reactions on a single demo video • Technical architect of all Tech 7 AI deployments



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