

YOUR STARTING POINT

My Lynk brief in 4 parts.

I prepare. You approve.

Editable fields

Fill in these four parts and keep your brief.

01 Market

Sector, company size, role, signal to watch, exclusions.

Example: B2B SMEs, sales leaders, hiring; exclude large corporations.

02 Offer

Problem, intended outcome, available evidence. No invented guarantees.

Example: prepare first contacts; evidence: a documented client case.

03 Voice

Two reference messages or a short style; three words to avoid.

Example: direct, warm; avoid "revolutionary", "guaranteed", "leader".

04 Rules

What I never promise; the criteria required for approval.

Example: no promised results; verified context and approval before every send.

Let's refine your brief · 15 min

A conversation if you would like to take it further.

