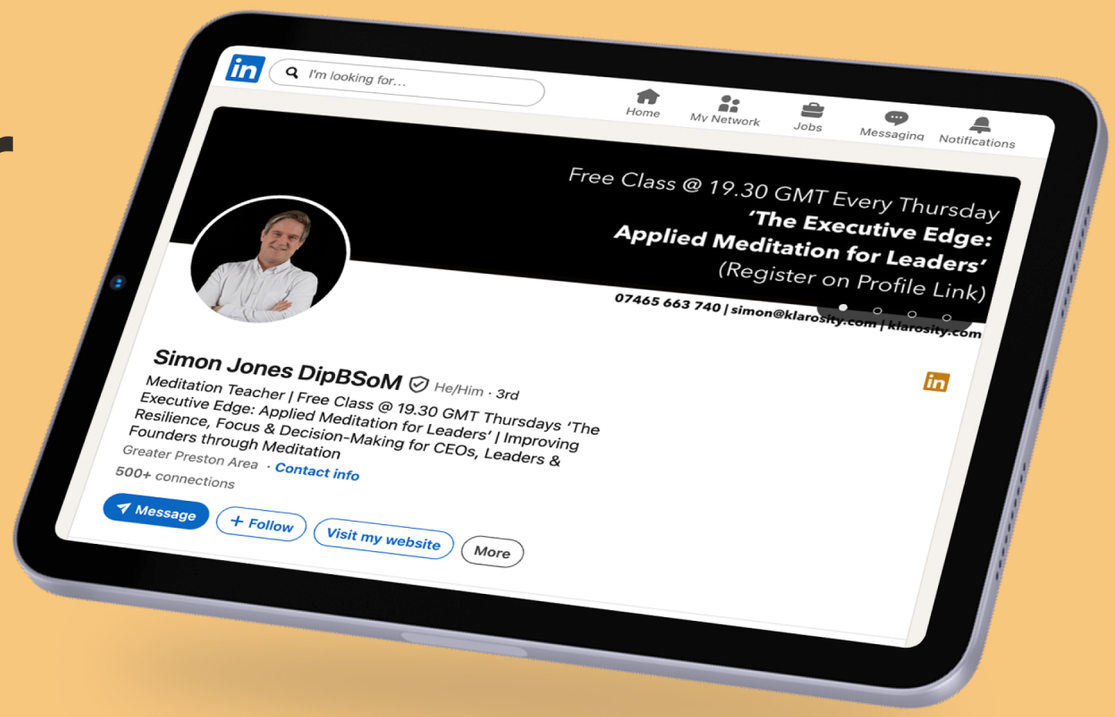
LinkedIn Premium

Case Study

How a solo founder won his first client with Premium All-in-One



+3x site traffic

+5-10 prospect conversations weekly

klarosity

Simon is the solo founder of Klarosity, an executive coaching business focused on helping corporate teams and C-suite leaders improve their focus, leadership skills, and performance through meditation. He's on a mission to equip clients with tools they can use throughout their careers to navigate pressure and prevent burnout.

Founded: **2025**

Team size: **1**

Headquarters: **United Kingdom**

Industry: **Executive Coaching**

> "I **landed my first client** through Premium All-in-One — a prospect suggestion turned into a relationship, a pilot, then a signed deal."

Simon Jones

Founder

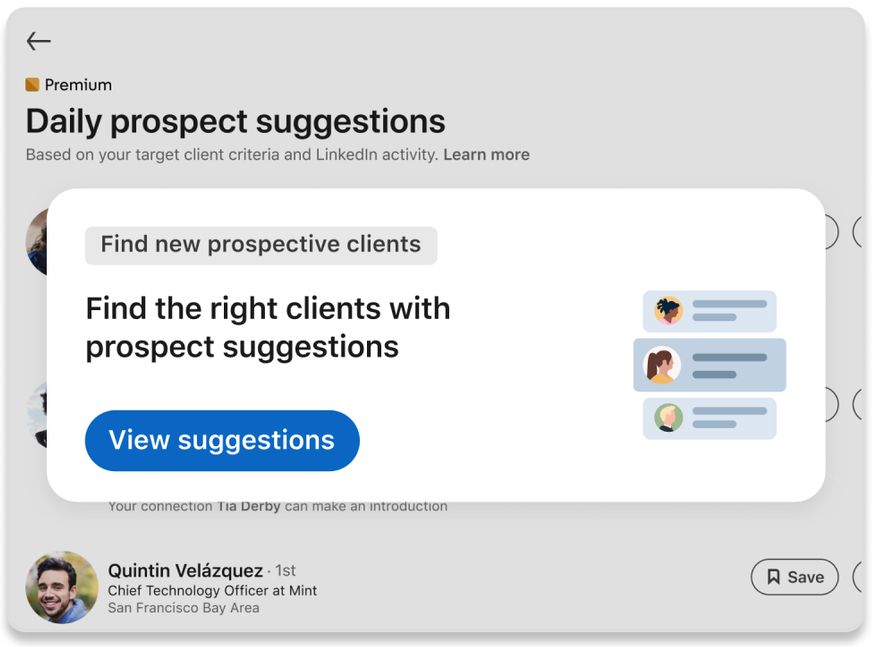
The Challenge

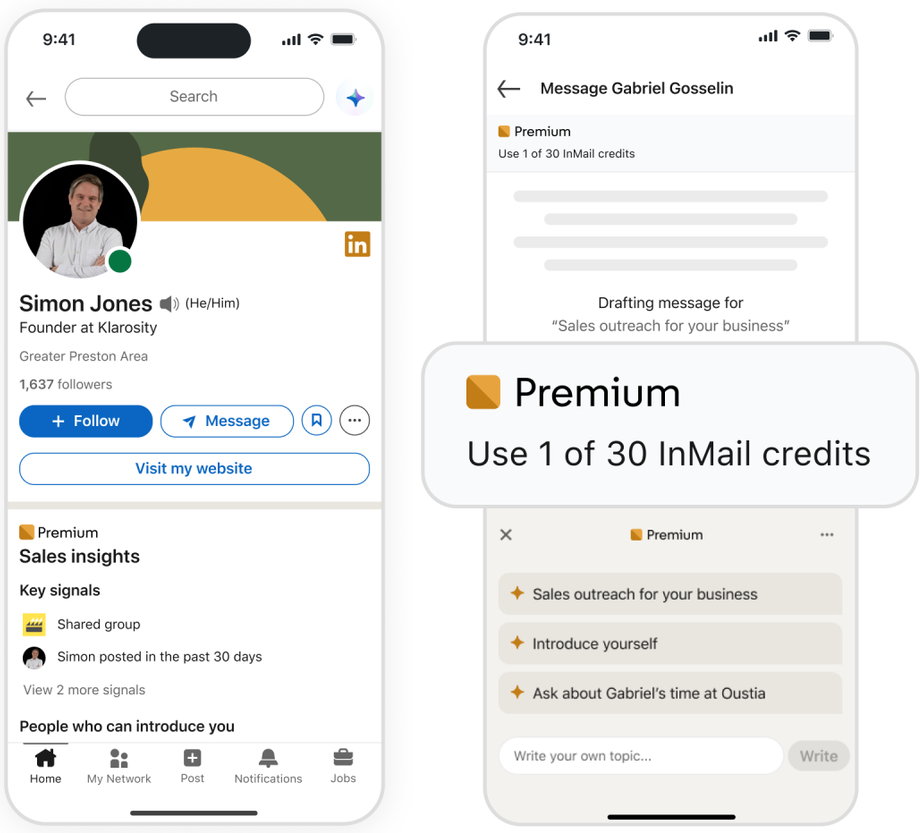
Though full of valuable connections, Simon's existing network didn't reflect his target clientele. He was faced with the task of building an entirely new audience while finding the best prospects for his business. Simon needed a unique way to build awareness and credibility as traditional sales tactics didn't align with his relationship-first approach.

> "I am a small business. It's just me.
> **LinkedIn is the #1 tool** in my marketing arsenal.
> It's helping me build connections and tell my story."

The Solution

With **Premium All-in-One**, Simon built a targeted, relationship-first approach to launching his business on LinkedIn and drove 3x more traffic to his website.





Finding the right prospects faster

With Daily Prospect Suggestions, **Simon can quickly spot potential new clients** and focus his time on the people most likely to become customers.

Reaching more people with his content

When Simon boosts his posts, **more of the right people see his content** and he learns what's working to make his next posts even better.

Turning conversations into customers

With InMail, **Simon can reach prospects directly**, while his custom button makes it easier for interested visitors to take the next step — helping drive 3X more traffic to his website.

> "The biggest challenge was identifying the right people and starting conversations. Premium All-in-One provides daily prospect suggestions aligned with my target audience and who are active on LinkedIn."

The Results

Simon uses Premium All-in-One to build the right network, start meaningful conversations, and turn connections into clients.

+3x
site traffic

+5-10
prospect conversations weekly

Increased site traffic: With Premium All-in-One, LinkedIn has become Simon's top driver of website traffic.

More conversations with prospects: By identifying the right potential clients faster, Simon now starts 5-10 valuable new conversations each week.

Landing new clients: A personalized relationship-first approach led to Simon landing his first client

Learn how you can find clients, build credibility, and expand your network.

Explore Premium All-in-One

*Customer received compensation for participating in this interview. All opinions are their own.