

THE PIPELINE PLAYBOOK

Founder Authority Playbook

How boutique software firms turn the build-in-public habit into steady pipeline beyond referrals. Prepared for **Devstack Systems**.

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3 post angles and 1 publishing rhythm, from live campaigns with boutique software founders. No fluff. Take what is useful.

1. The problem in numbers

Boutique software firms don't run out of work. They run out of **new** work the week a big contract wraps, because the top of the pipeline has exactly one input: referrals. Referrals are real, but they are not a system. The 45 to 90 day RFP stretch between first contact and a signed deal is where deals are won or lost, and in that window the buyer's memory of you is mostly whatever your profile showed them on the day they checked.

Founder-led publishing shortens that gap exactly where it is widest: between *"we can do this"* and *"we already did this for someone like you."* One clear build-in-public post does the work of a pitch deck nobody reads.

A 2-minute test worth running today: open your LinkedIn profile in a private window. Can a stranger tell what you build, for whom, and what happened the last time it went well, in under 30 seconds? If not, that is the whole gap.

2. The three angles, written out

Every useful post from a software founder lands in one of three lanes. Below are three full drafts. Edit a detail, keep the spine.

Angle 1: POV

FULL DRAFT

Most software proposals fail, and it is rarely the code. It is the doubt about who is accountable when the build starts. Every team says "we deliver". The founder's name is on the contract, so the founder's silence is what buyers remember. If you want signed deals, make your process accountable on the surface where buyers actually look. Answer "what broke and how did you fix it" before they ever ask.

Angle 2: Build in the open

FULL DRAFT, NO CLIENT NAMED

Shipped a billing subsystem rewrite last month. Same core problem we see in most modern B2B builds: the original team bolted reporting on after launch instead of designing it alongside. We replumbed it so every state change writes one event, and every downstream report reads from that single stream. Two weeks. Cut reporting prep from three hours to seven minutes. The fix was boring. The outcome is what buyers want to see.

Angle 3: Proof

FULL DRAFT, METRIC-LED

One of our clients had four different systems touching their customer data. Got it down to one source of truth in seven weeks. Their ops team went from pulling reports by hand every Friday to automated email summaries. Built by two people, on a fixed bid. Most shops quote "maybe" on timelines. We quote what we shipped, with the number.

3. The publishing rhythm

Monday and Thursday are the two writing days. One batch, two posts, drafted in a single sitting because the material is drawn from the same week's project notes. Wednesday is a comment pass: five posts from people in your ICP, one specific comment each. Nothing new gets drafted on Wednesday. Friday, publish the strongest of the batch; the other one rolls to Monday.

The only rule worth enforcing: publish on the schedule, not when it feels perfect. A mediocre post published beats an edited one sitting in drafts. Buyers react to a track record, and a track record requires posts.

4. What actually kills it: week 3

The first two weeks run on momentum. By week three the client project is hot, the drafts get skipped a day, the skip becomes four days, and by Friday the plan is gone. This is not a discipline problem. It is an operator problem: the founder was the only person holding both the material and the calendar. The fix is not willpower. It is removing the calendar from the founder's plate.

5. The weekly engine (the part we run for you)

The failure above is predictable, so we built the operator layer to match. Here is exactly what runs every week for founders at the boutique software stage:

Every week	3 posts written in your voice, harvested from material you already generate (Slack threads, standups,
Twice a week	Comment coverage, 10 specific comments aimed at your ICP, written to read like you wrote them.
Every month	Angle refresh. We kill whichever angle stopped pulling reactions and replace it with one drawn from th
Price	\$500/month. Cancel whenever. No setup fee.

Ready when you are. Reply "run it" and the first post for Devstack Systems goes live by Friday. If you want to see the machine before saying yes: book a 15-minute pipeline call at cal.com/wes-zmpi4l, no pitch on the call, just the plan written for your company specifically.

This playbook is yours regardless. Keep it, use the drafts, hand the angle sheet to whoever writes internally next. Same applies if we never do business.