

ES  
QR

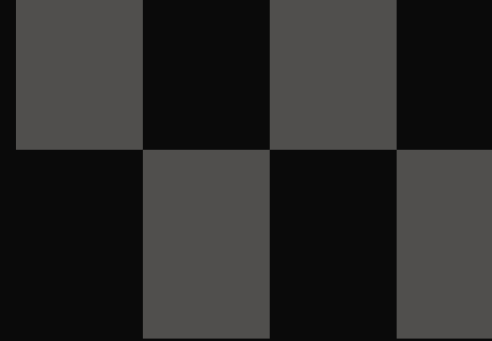


# HOW I BUILT A 100K FOLLOWING WHILE RUNNING A LAW FIRM

WRITTEN BY ROBBY FAKHOURI  
A FIELD GUIDE FOR PROFESSIONALS  
CHICAGO • MIAMI • 2026

ESQUIRE  
AGENCY

# 01 – The Setup



## WHERE I STARTED

- Joined Instagram in 2011
- Did not use it for business until 2020
- Built a personal injury law firm from zero

## WHAT BROKE FIRST

- Family's \$20M real estate empire collapsed
- Twelve medications. Suicide attempt, July 2018
- Rehab, recovery, off all medications

## THE LESSON

- Marketing fails when you have nothing to say
- Stopping beats broadcasting nothing
- The platform is a business engine, not a billboard

## WHAT DID NOT WORK

- Bought billboards. Moved zero cases
- Six months of broadcast spend, no return
- Stopped marketing entirely for twelve months

## WHAT FORCED THE PIVOT

- Personal injury runs on contingency
- No cases settling meant no revenue
- Forced patience. Forced learning

## THE PIVOT

- COVID closed courts; settlements stopped
- Used the dead time to actually learn the platform
- Started at 15K followers. Built from there

## THE TIMELINE

- 2011 – joined Instagram (not for business)
- 2018 – hit rock bottom, went to rehab
- 2020 – COVID. Finally learned the platform

## THE QUESTION I LEARNED TO ASK

- Where is the attention I actually want?
- What is the version of me that earns it?
- Stop buying billboards. Earn the feed.

## STILL TRUE TODAY

- Every professional still buys billboards
- The LinkedIn post is the new billboard
- The bus bench is the new generic content

## WHY THIS MATTERS

- Stopping was the right call
- A skipped day costs nothing
- A bad post costs you trust

## FIRST MOVE

- Name your audience: a real human, not a demographic
- Find where they actually scroll
- Build the version of you that earns the feed

# 02 – The Framework

## THE PREMISE

- Most professionals post on instinct
- No filter between impulse and publish
- The bad ideas ship with the good ones

## THE FILTER

- Four questions. Every post. Every time.
- Run them in this order, before publish
- One fail = kill or rewrite

## QUESTION 2

- Is it authentic, vulnerable, or both?
- If any peer could have written it, kill it
- The post that costs you something is the one they remember

## QUESTION 1

- Will this resonate with one specific person?
- Not the whole audience. One real human
- If you can't name them, you don't have a post

## THE BAD EXAMPLE

- The rushed 8pm post out of guilt
- Fails every test above
- Skip the day. A bad post costs trust.

## QUESTION 3

- How do I show up here?
- Match your visual to the standard you claim
- Intentional, not polished

## POST THAT PASSED – #1

- Tucker Carlson clip on Palestinians
- Cut on CapCut alone, no team
- 18K likes / 10K shares / 554 follows from one post

## QUESTION 4

- Who is this for? What funnel does it feed?
- Every post moves someone 1% closer to an offer
- Untied to a funnel = content for content's sake

## POST THAT PASSED – #2

- Pinned “happiness isn't something you chase”
- Pulled from notes for book two
- Vulnerable, premium visual, fed the book funnel

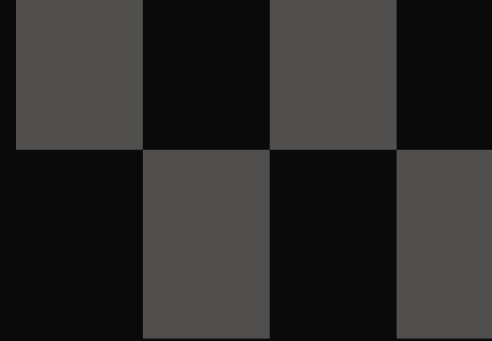
## WHY IT WORKS

- Cuts the bad posts before they ship
- Reveals the rare post that's only yours
- Compounds trust over time

## HOW TO USE IT

- Read every draft through the 4 questions
- One fail = kill or rewrite
- Pass all four = ship

# 03 - The Cadence



## POST LESS THAN PEOPLE THINK

- I post far less than people assume
- Quality over volume, every time
- Marketing should grow the business, not halt it

## THE DROUGHT DISCIPLINE

- The one habit that mattered most: not quitting
- Every operator hits a dead zone in month 3-6
- Stop only when you have nothing to say - not when nothing's happening

## THE NUMBERS BEHIND IT

- I post roughly 2-3 times per week, not daily
- Output stayed flat while followers compounded
- Engagement per post compounds - not just count

## WHAT I KEEP ON PURPOSE

- One long-form post per week, regardless
- One short reactive piece when the moment matters
- Skip days deliberately, never out of guilt

## WHY DROUGHTS BREAK PEOPLE

- The work doesn't pay back in the same month
- The trust compounds invisibly until it doesn't
- Quitting in month 4 erases month 1-3

## WHERE I STILL FALL SHORT

- I still chase the 8 pm "post-something" guilt
- I still write longer than I should
- I still post things I'd cut if I had one more day

## THE GROWTH I ACTUALLY SAW

- 15K to 30K - first eight months, slow
- 30K to 70K - next ten months, accelerated
- 70K to 100K+ - months 18-22, compounding

## THE TENSION I HAVEN'T RESOLVED

- Posting feels best when I post less
- The algorithm rewards more
- I'm still figuring out where the line sits

## WHAT I WAS WRONG ABOUT

- I thought daily was required
- I thought my best posts were my favorites - they weren't
- I thought engagement was the metric - it isn't

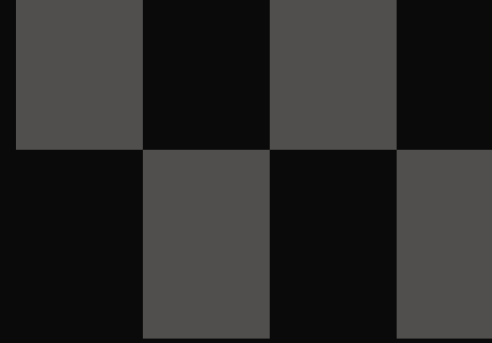
## THE REAL RULE

- The skipped day is free
- The bad post is expensive
- Cadence is what you can sustain, not what you wish you could

## HOW TO BUILD CADENCE

- Pick a frequency you can hold for 12 months
- Hold it through the drought
- Post less if it lets you post better

# 04 - The Voice



## WHY VOICE MATTERS NOW

- Your voice is the one thing AI can't copy
- Most professionals don't use theirs
- The market is saturated with generic everything

## WHAT MY VOICE IS

- Direct. Specific. First-person. Sometimes uncomfortable.
- Sentence-level discipline. No filler.
- Vulnerable where it costs me something

## WHAT VOICE IS NOT

- Not personality - that's surface
- Not a catchphrase - that's branding
- It's the specific pattern of decisions you make on the page

## FIND YOUR REAL VOICE

- Read what you sound like out loud
- Cut anything that could be on a generic LinkedIn post
- Keep only what you'd defend over coffee

## WHAT BLOCKS YOUR VOICE

- Trying to sound like a "professional"
- Editing the interesting parts out
- Writing for everyone instead of one person

## WHAT TO DELETE

- "I'm passionate about..." (everyone is)
- "Excited to announce..." (no one is)
- "In today's fast-paced world..." (kill on sight)

## WHO TAUGHT ME MINE

- Reading the writers I actually trust
- Drafting the post, then cutting half
- Letting the uncomfortable line stay in

## BEFORE / AFTER

- BEFORE: "Excited to share my insights on Q4 marketing strategy"
- AFTER: "Here's what worked. Here's what didn't. Here's why I was wrong."
- Same person. Different voice. Different audience.

## VOICE COMPOUNDS

- The longer you hold yours, the harder it is to fake
- The market eventually sorts the real from the borrowed
- Your audience can feel the difference even when they can't name it

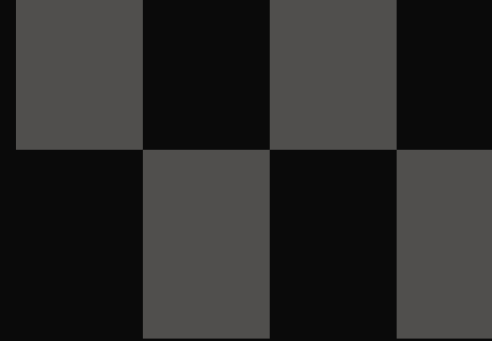
## THE TEST

- Could this post be written by anyone else in your industry?
- If yes, kill it.
- If no, ship it.

## HOW TO START

- Write the post the way you'd tell a friend
- Then publish that draft, not the cleaned-up one
- Repeat until it's reflex

# 05 - The Funnels



## AUDIENCE WITHOUT A FUNNEL

- Audience alone is just attention
- Attention without a path is wasted
- Every post should move someone toward something

## MY FOUR FUNNELS

- BOOK- Life, Lies, & Second Chances
- MENTOR - 1 : 1 and small-group coaching
- AGENCY- Esquire Agency
- CASE - The Personal Injury Lawyers

## THE METRIC THAT MATTERS

- Not followers. Not likes. Not engagement.
- Conversions to the funnel matter.
- Everything else is vanity.

## THE BOOK FUNNEL

- Build an audience around the author, not the book
- Use the platform to seed the themes
- Then convert readers into the next tier of relationship

## HOW THE FUNNELS CONNECT

- The personal brand feeds all four
- Each funnel reinforces the others
- The audience doesn't see four – they see one credible operator

## THE MENTOR FUNNEL

- Premium positioning, application-only
- The audience self-qualifies
- Pricing reflects scarcity of access, not hours

## THE JOB OF EVERY POST

- Move someone 1% closer to one funnel
- If it moves no one closer, kill it
- The post is the asset; the funnel is the result

## THE AGENCY FUNNEL

- The PDF you're reading is the funnel's entry point
- Calendly is the conversion event
- Esquire Agency closes the loop

## WHAT NOT TO DO

- Don't sell on every post
- Don't hide the funnels either
- The audience knows you have offers – be clear about them

## THE CASE FUNNEL

- The personal brand drives signed clients
- 100K followers became real cases
- Revenue 3x year-over-year

## BUILD YOURS

- Name your funnels first
- Then build content that feeds each
- Re-check every post against the funnel map

# 06 - The Mistakes

## MISTAKES I MADE SO YOU DON'T HAVE TO

- I made every wrong call you can make
- Some cost months. Some cost the firm.
- Here are the ones I'd undo first.

## THE MISTAKE THAT COST ME THE MOST TIME

- Posting to look smart, not to be useful
- Spent six months in that mode
- Audience grew, conversions didn't

## ONE MISTAKE I SEE OTHERS MAKE

- They optimize for the wrong audience
- They write for peers instead of clients
- They sound impressive to other professionals – invisible to buyers

## THE MISTAKES THAT ALMOST MADE ME QUIT

- I stopped posting for three months after a bad week
- Convinced myself it didn't matter
- The drought almost undid everything I'd built

## WHY THE OTHERS' MISTAKE PERSISTS

- Peers are easier to write for (you know them)
- Buyers are harder (you have to imagine them)
- The first feels comfortable; the second pays

## THE MISTAKES THAT TURNED OUT TO BE A TEACHER

- Posted something I shouldn't have. Got dragged for it.
- Was the most honest week of writing I'd ever done
- Taught me what audience actually values

## HOW TO SPOT IT IN YOUR FEED

- Are your replies from peers or buyers?
- Are people in your industry sharing? Or your customers?
- The audience you build is the audience you wrote for

## MISTAKES I'M STILL MAKING

- Overediting on Sunday nights
- Holding back from saying things I should
- Treating every metric like it matters equally

## THE FIX

- Pick one client. Write for that person.
- Repeat for 90 days.
- Watch the audience shift.

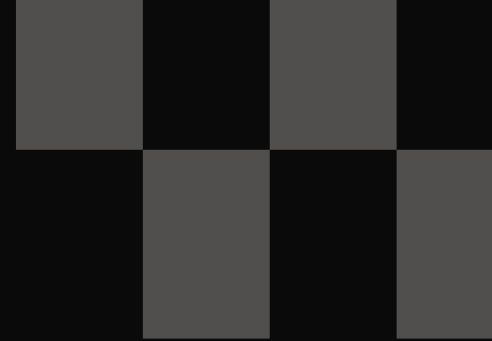
## WHAT I LEARNED

- Mistakes you survive become your voice
- The audience forgives the operator who keeps showing up
- Quiet quitting is the only unrecoverable mistake

## AVOID THESE TRAPS

- Don't write for likes; write for one person
- Don't quit during the drought
- Don't post to look smart – post to be useful

# 07 - The Next Step



## IF YOU WANT HELP BUILDING THIS

- That's what Esquire Agency does
- We work with professionals – lawyers, doctors, advisors, brokers
- People with real expertise and no personal brand to match it

## WHO WE ARE NOT

- Not a content factory
- Not generic
- Not a churn-and-burn agency

## THE CONSULT IS WORTH IT EITHER WAY

- Even if we don't work together, you leave with a plan
- The first 30 minutes is the most expensive call we don't bill for
- The second one onward is for clients

## WHAT WE ACTUALLY DELIVER

- Brand system + positioning + voice
- The website, the SEO foundation, the OG card
- Lead automation: ManyChat, Kit, Calendly
- Content engine that compounds weekly

## BOOK THE CONSULT

- 30 minutes. Calendly link below.
- No prep required
- Show up with the version of your business that's actually running

## HOW TO START

- Book a 30-minute consult
- We talk through your business and the gaps
- If we fit, we keep going. If not, you leave with a sharper plan at no cost.

## BOOKING LINK

- [calendly.com/contact-esquireagency/30min](https://calendly.com/contact-esquireagency/30min)
- [esquireagency.com](https://esquireagency.com)
- [contact@esquireagency.com](mailto:contact@esquireagency.com)

## THE EMAIL LIST

- I send the lessons that didn't make this PDF
- Deeper tactical content, case studies, what's working now
- One email a week, no upsells in the body

## WHO IS THIS FOR

- Professionals with revenue, not aspirations
- Operators who can hold a system for 6 months
- People who saw something in this PDF that felt true

## STAY OR LEAVE

- If you want to stay, do nothing
- Every email has an unsubscribe link
- If you want to leave, leave – no friction

## ONE LAST THING

- I'm not running a churn-and-burn agency
- I'm running this because too many real operators are invisible online
- The professionals I want to work with are the ones who saw something in this PDF that felt true