

The Corporate Client *Attraction* Guide

Every proven way to get in front of corporate decision-makers, and how to choose yours

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There is just ONE way to get in front of the right corporate decision-makers

But no, it's not a single method.
It's not posting on one specific platform.
And it's definitely not a flashy script or a funnel.

Cold email. LinkedIn DMs. Cold calling. Events. Speaking. Podcasts. Referrals. Strategic partnerships.
- They ALL work.

But only under one condition:
they only work for you when they're energetically aligned with YOU.

I had a client who is brilliant at cold calling. They pick up the phone and set up meetings with corporate clients every single day. And they love doing it!
For me? I've tried it and yes, it works. I just don't like the phone, so I don't do it.

One of my clients wins clients by speaking on stage. Plenty of my other clients would hate every minute of it.

Every single one of the methods you have heard of can work.

But energetic alignment is what keeps you doing it consistently. And consistency is what gets you in the room.

Here is something to bear in mind:

Some methods are faster than others. Personal outreach gets you feedback fast. Speaking, writing and posting build a warm audience, but you don't control when they come to you.

That's why the most successful consultants blend a number of approaches to create a tailor made client attraction system.

This guide gives you every approach my clients and I use to get in front of corporate decision-makers, what doing each one smartly looks like, and how to choose yours.

How to choose your approaches

Every route you pick should pass two tests:

IMPACT Will this approach get you in front of your target audience?
Not "they might come across me one day".
(Do NOT rely on your audience finding you)

Social media is the best example of why this matters. One of my clients built a small but highly targeted audience of her perfect clients on LinkedIn and Instagram. She posted for them, then invited them into a conversation, and that's how she won her clients. Another client ran a LinkedIn challenge that brought her 95k followers... and not a single corporate client in 9 months.

ENERGY Does this route light you up? Does it feel easy, even fun, to do every day?
If it drains you, you'll stop. And an approach that you stop brings you nothing.

That's why every route in this guide comes with a pro insight or a catch: where it works, and where it'll waste your time so you can choose what works best for you.

Why listen to me

Before I built my own business, I was on the other side of the table:

- Former Big Four consultant in Fortune 500 boardrooms, seeing how decisions are made
- Former CFO in charge of £3bn operating budgets, making the buying decisions
- Six-figure corporate consultant since 2012, working with AWS, Zoom, Accenture and more
- Award-winning corporate AI consultant and Google keynote speaker
- Helping more than 1,500 coaches close five- and six-figure deals since 2022

£400 my first workshop fee	**£4,000** my minimum fee today

My very first workshop as an independent consultant paid £400. Today my minimum fee is £4,000.

Everything in this guide is what I did along the way, and what my clients do now.

Before you start

Decide who you're going after

Every approach in this guide works better when you know exactly who you want to get in front of. Before you send a message, go to an event or pitch a talk, be clear on:

- The industries you want to work with, the ones that light you up.
- The type of organisation: multinational, local, non-profit, public sector or something else.
- The decision-makers inside them, which is next.

Contact all three types of decision-maker

It isn't only the C-suite who can hire you. There are three types of decision-maker who can buy your services, and you want to contact them all:

- **Operational leaders** are at the frontline and feel the immediate impact of the challenge.
- **Strategic leaders** are slightly removed and worry about the big picture.
- **Support functions** aren't directly involved, but they're likely to have support targets to meet.

In practice, that can mean any of these job titles:

C-suite executives (CEO, CFO, COO and so on)	**Vice presidents and directors of different departments**
Heads of departments or business units	**Senior managers and team leaders**
Talent, learning and development leaders	**Change management leaders**
Programme and project leaders	**Business development and sales leaders**
Innovation and digital transformation leaders	**Diversity, equity and inclusion leaders**

And don't stop at one person per organisation. Who else feels the effect of the problem you solve?

The two non-negotiables

Before we get to the approaches, there are two things every expert needs to do, whatever their energy and whatever else they choose. They aren't really methods. They're the relationships you already have, and they're where the shortest conversations come from.

Referrals

When did you last check where your past clients are working now?

£3,900 **for a 2-hour workshop, from a past client who had moved jobs**

A menopause advisor I work with was hired by a previous client who had just moved to a new company. No pitching to strangers, no proving herself from scratch. £3,900 for a 2-hour workshop.

Every time someone who knows your work changes jobs, a new organisation gets someone inside it who already trusts you. That's what makes referrals so fast: the hardest part is already done.

Where to look

- Past clients, especially the ones who have changed jobs. Their new employer now has someone inside who already trusts you.
- People in other teams and departments of the organisations you already work with.
- Former colleagues, and people you worked with years ago.
- Peers who know your work and can vouch for it.

How to ask

- Be specific. Name the kind of person and the kind of problem you help with, rather than "anyone who might need me".
- Make it easy to pass on. A one-page summary of who you help and what changes for them is easy to forward.
- Thank them properly, whatever happens, and tell them how it went. People refer again when they know the first one mattered.

If you're not sure what to say, something as simple as this works:

> *"I've really enjoyed working with you, and I think others in your network could benefit from this work too. Do you know anyone who might be looking for similar support?"*

Thank-yous don't need to be money. A personal note, public recognition (if they're happy with it), early access to new work, an invitation to an event you're hosting or a complimentary session on their own challenges all work.

Growing the clients you already have

This is where the biggest numbers come from.

£4,000 one-day workshop	**18** month engagement

One cold LinkedIn message got me a one-day workshop with a prestigious tax advisory firm for £4,000. It turned into an 18-month engagement.

Of course, that doesn't happen by accident. It's a direct result of my proprietary approach to seeding the next pieces of work at every interaction with the client, without spammy pitching. It's what I teach inside the Corporate Offer Companion and in my 1:1 work.

$5k a month	**$150k** a year, in less than 4 months

My client T, a team development consultant, used the same approach when she started coaching a leader in a large tech firm she'd been introduced to through a specialist alumni network. She went from $5k a month to $150k a year in less than 4 months.

How to do it

- Package your first piece of work so the next piece of work is already seeded as a logical step; with follow-ups and extensions built in from the start.
- Create that seed for the next piece of work while you deliver, not after.
- Book regular check-ins with a purpose: what has changed for them, what's working and what's coming up.
- Use those check-ins to ask for feedback on your work too. It shows you care about their results, and it tells you where to improve.

- Ask questions that uncover new needs and goals, and look for gaps in what they have now that your work could fill.
- Between projects, send them things that matter to their business.
- When you hear a new need, turn it into a short proposal with options, and show the value of each part.
- Offer a briefing or taster session for the next piece of work, so they can see it before they commit.

The three approaches

All the other methods fall into three approaches.

Smart outbound	gives you fast feedback, but it can drain your energy.
Building relationships	brings you a warmer audience, but it's slower and needs pre-work.
Building the perception	brings you a warm audience, but you have no control over when they come to you, and it needs pre-work.

Smart outbound

This is you going to them. It's the fastest way to find out whether your message works, because you hear back (or don't) straight away.

It's also the approach that drains people most, so be honest with yourself about the energy test here.

Smart calling

My client who loves cold calling sets up meetings with corporate clients every single day. If the phone lights you up too, the smart version is calling people you've researched, at firms you've chosen, with a reason to call that person now.

The catch: if you dread picking up the phone, you won't do it consistently, and that's fine. There are plenty of other ways in.

Smart emails and messages

How many messages does it take to create 5 corporate opportunities?

12 LinkedIn messages	**7** meetings	**5** corporate opportunities

For me, it was 12. Not 1,200. Those 12 LinkedIn messages got me 7 meetings and 5 corporate opportunities.

The difference was that each one could only have been sent to that one person. I started with the firms I wanted to work with, looked for second connections inside them and found out everything I could about each person. Some messages opened with work experience we shared, others responded to a post they had written.

That's the test for any message: if you could swap in someone else's name and it would still make sense, it isn't personal. So before you write, find your reason to write to THIS person now: a post they wrote, an interview they gave, a new role, a company announcement or history you share.

Look at what the company is focused on right now too: its current initiatives, challenges and goals, and anything in the news, at industry events or at that time of year that makes your message timely. That's what shows you understand their situation.

Thoughtful comments on your buyers' posts work the same way, and they give you something real to refer to when you message them.

The catch: personalised outreach consumes energy.

What goes in your first message

1. **A personal opening line:** the post, interview, news or shared history that's your reason to write to this person now.
2. **Why you're getting in touch:** the tricky balance their company has to strike to reach a goal they struggle with, plus what's happening in their industry if it adds context.
3. **What you've developed:** the practical strategies you've pioneered, who they're for, what they help people do, and what they DON'T require (the extra workload, tools or upheaval they've been told to expect).
4. **What your approach is about,** with an authority marker such as your book, research or a well-known case study.
5. **An offer** to give them a brief insight into how it works for teams in their industry, and to explore what it could mean for their company.
6. **One clear ask:** a 15–20 minute chat by phone or Zoom.

Keep it short, and plan your follow-ups before you send it (more on those below).

Where to find the right people

- Ask Chatgpt, Claude, Gemini or any other AI by simply asking them to find you the names of relevant company employees. Of course you will need to double check but AI has a fairly high success rate.
- LinkedIn: go to the company page, open the People tab and filter by job title. Look for second connections, and check "People also viewed" on the profiles you find.
- LinkedIn search: use the filters for location, current company, industry and job title.
- Google: search for the job title and the company name, for example "Head of HR at [company]".
- Company websites: leadership and team pages, news and press releases.
- Annual reports, news of appointments and role changes, speaker and attendee lists for industry events, and interviews in industry publications.
- Databases such as LinkedIn Sales Navigator or ZoomInfo, if you use them.

Taster offers

Instead of asking for a meeting, offer them something worth having: a strategic briefing, a taster session or a walkthrough of how you'd approach their situation. Give them a choice of formats, such as live or recorded, so the decision becomes "which one?" rather than "yes or no?".

> **Pro Insight:** a taster has to be useful on its own. If it's a sales pitch in disguise, it does more harm than good. Plus, framing your taster as “saving them” will make you seem condescending, don’t do it!

Building relationships

This is about warming people up before you offer your work. It's slower and it needs some pre-work, but the people you meet this way already know you by the time you talk business.

Informational interviews

Ask someone in your target organisation or industry for a short conversation to learn about their world: what's changing, what's hard and what they're focused on this year. You're there to listen, not to pitch.

> **Pro Insight:** this only works if you mean it. Turn it into a pitch halfway through and you lose the trust you came for.

Events: inviting and attending

12 **decision-makers in a room from one message**

One of my productivity clients got 12 decision-makers into a room with one message to their network.

You can invite buyers to your own small roundtables and workshops, or to other people's events you know will be useful to them. Either way, you become the person who brings them something worth their time.

If you host your own, keep the guest list small and chosen: high-potential clients and decision-makers. Send personal invitations, followed by a reminder with more detail. Build the session around a challenge your guests share, give them something practical to take away, encourage them to talk to each other, and send a summary and any materials afterwards.

When you attend, choose events by WHO goes, not by how many. A highly targeted industry event with just 20 people is worth far more than general business networking.

- Look at industry conferences, events run by local chambers and professional associations, relevant webinars, and local events on platforms like Meetup or Eventbrite.
- Prepare a short way of explaining what you do that names the problem you solve for them.
- Take part: ask questions in the sessions, join the discussions and talk to people in the breaks.
- Connect on LinkedIn with the people you meet while the conversation is still fresh.

> **Pro Insight:** the event is only the start. Without a personal follow-up afterwards that refers to what you talked about and suggests one next step, it's just a nice evening out.

Hosting webinars and workshops

Your own webinar or workshop lets buyers experience how you think before they've ever hired you.

- Choose a topic that's both timely for their industry, such as a new regulation or a change everyone's dealing with, and tied to a specific challenge your buyers have right now.
- Invite people personally by email or DM, starting with your existing contacts and the people you're already talking to, and share it in relevant industry groups and forums.
- Tell them what they'll get from attending and why it matters to them now.
- Make it interactive with Q&A, polls and live problem-solving.
- Send the slides, notes or recording afterwards, and ask for feedback so you can improve the next one.

In person, choose a professional, easy-to-reach venue and look after refreshments and equipment. Online, use a reliable platform such as Zoom or Teams, use breakout rooms and polls to keep people involved, and have someone ready to deal with technical problems.

> **Pro Insight:** leave out manufactured urgency like "spots are filling up fast". It undermines the expertise you're there to show.

Associations, incubators, alumni networks and lectures

Specialist networks are full of people who already share something with you, which makes the first conversation much easier.

You don't need to be a member to benefit. Look at the events, lectures and programmes run by the associations, institutes, chambers, incubators and alumni networks your buyers belong to. Many are open to guests, and some will welcome you as a speaker.

> **Pro Insights:** check what networking events are open to you. Many professional bodies have events limited to people with the right qualifications or paying members but they also frequently host events open to a wider audience. Key is to make sure YOUR audiences is actually present.

Strategic partnerships

Who else already sells to the buyers you want?

5 figures in 4 days

A niche neighbour of mine, serving the same kind of buyer as me, featured some of my thought leadership on their website. Their clients were interested in my work, and that turned into a five-figure sale in 4 days.

Look for businesses that serve the same buyers with work that complements yours, agree clearly what each of you gets out of it, and create value together: content on each other's websites, joint events and introductions to each other's clients.

For example, if you provide team coaching, look at businesses offering leadership training, HR services or organisational development. Businesses with a strong reputation and wide reach in your industry are worth approaching too, starting with their events and groups.

Promote what you create together through each other's channels: email, social media and your websites.

> **Pro Insight:** a partnership without a clear agreement on who does what tends to fizzle out. A simple written agreement covering roles, responsibilities and any money avoids that.

Building the perception

This is about buyers seeing you as the expert before you ever speak to them. It brings you a warm audience, but you have no control over the timing of when they come to you, and it needs pre-work.

Speaking at industry events

A collaboration and innovation specialist I work with won her first corporate yes by speaking at events where her buyers were in the room: "I got my first yes for corporate training. Will be meeting the CEO and two of his trainers next week as they want to agree what we'll do first."

These were highly targeted industry events, not general business networking, and that difference matters. Pitch the organisers a topic tied to an issue their audience is dealing with right now, give a talk that shows how you think rather than a pitch for your services, and follow up personally with the people you met.

- Look for conferences, seminars, panels and roundtables in your buyers' industry, and podcasts that regularly feature guest experts.
- Tailor each pitch to the theme and audience of that event.
- Give your talk a clear structure with a strong opening and close, use visuals where they help, and rehearse until you're confident.
- Announce your talks on social media and in your newsletter.

The catch: if standing on a stage drains you, this isn't your route.

Industry publications and targeted podcasts

Write for the publications your buyers read and appear on the podcasts they listen to. Pitch each one a topic that fits its audience, then use every article and interview in your outreach as something worth reading.

- Look for reputable industry publications and blogs that accept guest contributions, and the podcasts your buyers listen to.
- Tailor each pitch to the audience and style of that platform.
- Prepare your talking points and examples before a podcast interview.
- Share every article and appearance on social media and in your newsletter.

> **Pro Insight:** the audience has to be YOUR buyers. A big podcast with the wrong listeners is a lot of work for very little.

Other people's platforms

Someone else's website, newsletter, event or community puts you in front of an audience they've already built. That four-day sale came from a partner putting my thought leadership on their website.

> **Pro Insight:** you're borrowing their trust, so make what you give them worth their while.

Focused social media

As the impact test shows, social media can work, but only with a highly targeted and engaged audience that actually follows you. A big audience on its own doesn't bring corporate clients.

LinkedIn is first and foremost a credibility check. When someone gets your message, hears your name in a meeting or is handed your details by a referrer, they look you up, and your profile needs to stand up to that. It can be a lead source too, depending on who you're trying to reach and what you sell, but it's not the strongest route and it's not the fastest.

That means:

- A professional, high-quality photo.
- A headline that says who you help and with what.
- An About section that describes the results you create, in your buyers' language.
- Posts about the problems your buyers have, so anyone who looks you up sees how you think.

Join and contribute to the industry groups and forums your buyers are part of, and comment thoughtfully on their posts.

> **Pro Insight:** posting without inviting people into a conversation is just broadcasting. My client with the targeted audience won clients because she invited them to talk.

Press and media

Press coverage can add to how buyers see you, and gives you something credible to share.

- Write a press release when you have real news.
- Pitch it to the outlets and journalists your buyers read, tailored to each one.
- Feature any coverage on your website, in your proposals and in your outreach.

> **Pro Insight:** don't wait for coverage to bring buyers to you. It works when you put it in front of them yourself.

Blending your approaches

You don't need every method in this guide. You need a range of them that passes both tests for you.

Because each approach has a different upside and a different cost, a range means you're never relying on just one. Smart outbound gives you fast feedback, while the relationships you build and the perception you create bring you a warmer audience over time.

Start with the two non-negotiables, add the methods that pass the impact and energy tests for you, and keep doing them consistently. Once they're running, try another.

Consistency matters more than intensity. Even an hour a day, done every day, adds up.

Track your results as you go: which approaches start conversations, which lead to meetings and which turn into work. Adjust based on what works for you.

Speak their language

Each level of the hierarchy listens for something different:

- **Executives:** making money, strategic priorities, long-term vision and embracing change. Be BOLD and VISIONARY.
- **Middle management:** efficiency, cutting costs, team performance, and attracting and retaining talent. Be PRACTICAL and TACTICAL.
- **Lower-level management:** immediate challenges and solutions. Talk about EVERYDAY SOLUTIONS.

Follow up

One message, call or conversation is rarely enough. The people you want to reach are busy, and no reply usually means "not now", not "no".

A good follow-up sequence isn't the same message again with "just following up" on top. Each message has its own job:

- **Explain the why.** What changes when they work with you: outcomes, not method.
- **Answer the worry before they raise it.** Name the concern someone in their role is most likely to have, and answer it with a real example.

- **Bring them something worth reading.** An article, a piece of research or a data point that changes how they see their situation. Peer to peer, not a pitch.
- **Answer "why you?"** Three specific reasons, from your background and your results.
- **Change the ask.** Offer them something of value instead of asking for their time, with a choice of formats.
- **Make a clean exit.** A warm, easy way for them to say "check back in a few months" or "no thanks", so the relationship stays open.

> **Pro Insight:** Never imply they're behind or doing something wrong, never position yourself as their "saviour", and write the way you talk. Your focus should be on giving them a reason to have a conversation - not to pitch your work. Space the messages over several days and weeks.

Personal touches

A handwritten note after a meeting, a small gift that relates to their interests or their work, or a message that picks up on something they said in public. These are small things, and they get remembered.

The catch: check the organisation's gift and hospitality rules first. Many corporates have strict policies on what their people can accept, and a thoughtful gesture should never look like an inducement.

Collect testimonials

Many corporate leaders aren't allowed to give named testimonials because of their company's legal and PR rules. Don't take it personally, and ask anyway. A written quote credited by role and result works well (every client quote in this guide is one), and it backs up every approach you choose.

- Ask clients who have told you they're happy, while the results are fresh, and explain how a testimonial helps you.
- Use them on your website (especially your homepage and service pages), in your proposals and in your outreach.

Your Next Step



This guide shows you how to get in front of the right corporate decision-makers. Meeting Magnet 2.0 is my complete system for turning those approaches into booked meetings:

- **The messaging**
- **The full follow-up sequence, word for word**
- **Templates you can adapt for each buyer**
- **How to handle objections when people reply**

Get Meeting Magnet 2.0

30% off with the code **ATTENTION** at checkout