

The Permissionless *Prospecting* Playbook

How to create opportunities instead of waiting for them. Four steps, about three and a half hours a week, and a pipeline you can actually switch on.



THE PROBLEM

Waiting is a strategy. *A bad one.*

Most agency pipelines run on referrals, intermediaries and inbound. All three share one flaw: **none of them are yours.** You cannot switch them on in the quarter you need revenue. Feast and famine is not a discipline problem, it is what happens when your pipeline is built from other people's decisions.

STEP ONE · THE LIST

Twenty to thirty *named* companies.

Start where you have already won

Find what your last ten wins had in common. Not the sector, the situation. Then add three companies sitting in that same moment.

Name a person in each one

A real person, a job title, and a reason they would care. No person means you have an aspiration, not an account.

STEP TWO · THE TRIGGER

Something has to *have changed.*

TRIGGER	WHAT IT OPENS
New marketing lead	Their first ninety days. They need a visible win and rarely trust what they inherited.
Funding or acquisition	Money to spend and a deadline. Brand almost always lags the deal.
Results or a restructure	Someone now owns a number they have to move, with fewer people to move it.
A new competitor	An incumbent suddenly needs a sharper answer to a question they stopped asking.

THE SHORT VERSION

Pick twenty companies, wait for something to change, send one useful page with no ask, and keep being useful.

STEP THREE · THE VALUE ASSET

One page, built for *one person*.

1

The observation

One thing about their business nobody else has told them.

2

The evidence

One chart or comparison they can believe in four seconds.

3

The implication

What it means commercially if nothing changes.

4

The open door

Not a meeting request. Easy to reply to, costless to ignore.

“

You are the only one of the five still leading with product features rather than a point of view, and your cost per acquisition has moved the furthest. *Chart attached in case it is useful.*

What a value asset sounds like. No credentials, no deck, no ask.

STEP FOUR · THE SEQUENCE

Seven touches, each one *worth receiving*.

D0

Send the value asset. No ask.

D4

Engage properly with something they posted.

D9

A smaller second piece that extends the first.

D16

A useful third party read, two lines on why.

D25

The soft ask. Twenty minutes, no deck.

D40

A new trigger, or nothing. Never pad.

D60

Close the loop. Honest and final.

MEASURE THESE FOUR

- **Named conversations started** with the actual person
- **Opportunities created** before a brief existed
- **Share of revenue won** this way
- **Accounts killed** because they were going nowhere

IGNORE THESE THREE

- ☐ **Touches sent**
- ☐ **Emails opened**
- ☐ **Connections accepted**

All three go up when quality goes down. If a number rewards volume, it gets gamed by volume.

FREE, AND NO EMAIL WALL

Where are *your* gaps?

Fifteen questions, five minutes, and a score you can take to your leadership team. Then use the two free tools to work out who to go after and what to send them.

Permissionless Healthcheck →

Your score and the three fixes that move it fastest.

Who should I target? →

A short list of UK organisations that fit you.

How can I be permissionless? →

Three things to send them, and what to say.