

Winning new business in *the age of slop*.

Everyone can make the thing now. So what are clients actually buying, and how do you become the agency they already know when the brief lands?



WHAT CHANGED

Everyone can *make the thing* now.

A team of three can generate in an afternoon what used to take a department a fortnight. It will be on brief, nicely art directed and **completely forgettable**. When competence is universal, competence stops being a reason to hire anybody.

Being findable stopped working

At fifty credible agencies, being one of them meant something. At five hundred, the client cannot tell you apart before they meet you.

Pitches got more expensive

More of them, less qualified, lower win rates. The maths stopped working for most agencies years ago.

Clients got more frightened

The easier work is to make, the harder a choice is to defend. They are buying a reason they can repeat.

“

If your client had to explain to their CEO, without you in the room, why they chose you, *could they do it in one sentence?*

If not, the pitch is not won, whatever the feedback said.

WHAT WORKS INSTEAD

Permissionless *value*.

Giving a prospect something genuinely useful **before** you have any right to their attention: before a brief, before a relationship, with no promise of return. It proves the thing that is now scarce, which is that you saw something nobody else saw. And it arrives before the competitive set exists, when you are the only agency in the conversation.

THE SHORT VERSION

Competence is everywhere now, so prove perception. Be useful before the brief and you are the only agency in the room.

WHY IT MATTERS

Most buyers are *not buying*. Yet.

95%

of B2B buyers are out of market at any given time. Be known before the brief.

4%

of agencies run no outbound at all. Your competitors are already building attention.

22x

more memorable than facts alone, yet most agencies still lead with credentials.

65%

of decision makers are visual learners. Design decides more than you think.

95%: the 95-5 rule, [Ehrenberg-Bass Institute for the LinkedIn B2B Institute](#).

HOW IT WORKS

Three pillars, *in this order*.

1

Permissionless Prospecting

Creates the opportunity before a brief exists, by spotting the trigger and leading with value.

2

Strategic Storytelling

Makes it winnable, with an idea the client can repeat without you in the room.

3

Visualised Value

Makes the thinking impossible to ignore, because it is understood at a glance.

IN PRACTICE

Three and a half *hours a week*.**Monday · 30 min**

Scan your named list for triggers: people moves, funding, launches, results.

Tuesday · 60 min

Pick one account. Research the business problem behind the brand.

Wednesday · 90 min

Build one page. One chart, one observation. Right, not beautiful.

Thursday · 15 min

Send it to one named person. No deck, no credentials, no ask.

Friday · 20 min

Log it, and kill anything that is not going anywhere.

One account a week is fifty a year. No agency doing that has a pipeline problem.

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.