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FREE PRESENTATION FOR CONSULTANTS, AGENCIES AND SERVICE FIRMS

How to Find High-Value Clients

Find, verify and reach the people who sign your biggest contracts — through the professional footprint they already publish.

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Most service businesses prospect backwards.

They start from what they sell and look for someone who might want it. Referrals run out. Ads get more expensive every quarter. Neither one scales on your terms.

B2B sales teams solved this a decade ago: start from the person, not the pitch. Work out who, because of the job they hold and what just happened to their company, is likely to need this in the next two quarters — then reach them where they already do business.

The gap this closes: the tools exist and are inexpensive. Most service businesses have simply never been shown the workflow that uses them.

Your next best client is a named person with a public job.

A founder, a partner, a VP of operations, a head of marketing. They sign because a problem became expensive enough — and they are findable because their professional identity is published on purpose.

Title, employer, city, a work address that routes to a real inbox, often a direct line and a LinkedIn profile they maintain themselves. That published identity is the door: it exists so other professionals can contact them about relevant business.

Public data, used the right way.

A verified business email and a LinkedIn profile are how one professional contacts another about relevant work. That is the entire premise.

WHAT THIS IS

- Public professional data, for a relevant professional purpose.
- Verified before contact — never a guess at an address.
- One person writing to another about something that fits.

WHAT THIS IS NOT

- Digging for private or personal information about anybody.
- Residential addresses, personal mobiles, family details.
- Buying a list and blasting it — that burns your domain.

Profile. Verify. Reach out.

Three steps, repeated weekly. The toolkit expands each one into a full stage — this is the shape of it.

01

Describe the decision-maker as a job, not a feeling.

A profile you can filter for is a profile you can search: seniority, function, size, industry, trigger.

02

Find the public footprint, then verify it.

LinkedIn to identify. Clay or Snov.io to enrich. A verifier to confirm the address before you send.

03

Send one relevant message, then follow up properly.

Reference the trigger. Make one offer. Follow up three or four times, then stop when asked.

Eight stages, run weekly.

One pass a week beats a heroic month — the triggers that make somebody worth contacting expire.

1. Define the decision-maker as filters
2. Find them where they publish
3. Enrich the record
4. Verify before anything is sent
5. Prioritise with the rubric
6. Write one message, one ask
7. Follow up, then stop
8. Measure seven numbers, weekly

Six tools. Official links only.

No affiliate links, no partnerships. Listed because they do the job — check current pricing before you commit.

LinkedIn Sales Navigator
Identify the person and the firm.

Clay
Enrich and score a list from many sources.

Snov.io
Find, verify and send from one place.

Hunter
Second opinion on an address or domain.

Apollo.io
Firmographic filters LinkedIn will not give you.

HubSpot CRM
Somewhere for the pipeline to live. Free to start.

Turn a list into a ranked queue.

Five dimensions, 0–3 each, 15 points total. Score once, when a contact enters the list.

Fit	Trigger	Reachability	Authority	Path
Right role, right size	Dated, inside 90 days	Verified email + second channel	Owns the budget	A warm way in

12–15
Work now — hand-written

8–11
Sequence — templated, personalised

4–7
Nurture — watch, do not send

0–3
Drop — remove from the list

The rules are not the hard part.

Ignoring them is. Five areas to have counsel check before you send at volume.

- **Email · CAN-SPAM**
  Accurate routing, a real postal address, a working opt-out honoured promptly.
- **Phone & text · TCPA / Do Not Call**
  Prior consent for autodialled or bulk texts. Scrub the national registry.
- **Privacy law · CCPA, GDPR, CASL**
  Governed by where your contact lives, not where you do business.
- **Platform terms**
  Scraping and unofficial automation breach LinkedIn's User Agreement.

This is not legal advice. The rules differ by state, country and audience — have counsel read your sequence once.

This is the manual. Cold Socket is the machine.

Everything here works today with the six tools in this deck, stitched together by you. Cold Socket is what I am building so that stitching stops being necessary.

Connect an inbox, keep your leads in one place, and run compliant outreach sequences without wiring five products together. It is not live yet — the email you leave on briandecoded.com/high-value-clients gets you both downloads today, and early access when there is something real to log into.

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