WOMAN IMPACT SUMMIT 2026 · FREE WORKSHOP

Go to Market Yourself

Build AI agents that bring you customers, partners and press

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Everything I know came from cold email

2018

Landed a six-figure job with one cold email

$15M

Pipeline built for startups by my agency

$500K

Worth of PR, pitched one email at a time

All of it by hand. Today I build agents that do the first draft of that work for me.

THE PROBLEM

You are the product team, the finance team and the whole sales team.

Most founders here are doing outreach alone, at night, with no network to lean on. Selling is the job that gets dropped first.

Sales is king.

A great product nobody hears about stays a secret. You don't have to love selling. You do have to make sure the right people hear from you every week.

THE PREMISE

You’re selling two things

Your company

Your product, your customers, your next round. This one can change, pivot or end.

Yourself

Your personal and professional brand. This one stays with you forever.

Podcasts, press commentary, a sharp LinkedIn profile. Every piece adds up, and it makes you a more interesting founder and more hireable for whatever comes next.

What the agent does, what you keep

Hand to the agent

- Finding who to contact
- Researching each person
- Writing the first draft
- Remembering follow-ups
- Tracking who said what

Keep human

- Deciding who you serve
- Your story and your voice
- Approving every message
- Replies and real conversations
- The relationship itself

AGENT 1 · CUSTOMERS

The weekly customer loop

1
Find
20 people who match your ideal customer

2
Research
One real reason to reach out to each

3
Draft
A short email in your voice

4
You approve
Edit, send, or skip

5
Follow up
A new angle every few days

Twenty thoughtful emails a week beats two hundred generic ones.

Give your agent four things

Input	Example
Who you serve	“Owners of independent yoga studios in Lagos with 2 to 10 instructors”
Where to find them	LinkedIn, Google Maps, event attendee lists, directories
What to look for	A new location, a hiring post, a recent interview
Your offer	One sentence on the result you deliver, plus a small next step

Tools to start with: Claude or ChatGPT, a spreadsheet, and your own inbox.

AGENT 2 · PR AND PARTNERSHIPS

An always-on agent that sells you

It pitches you every week, so invitations keep landing in your inbox while you build.

Podcasts
Hosts who interview founders in your space

Panels and keynotes
Conferences with open speaker calls

Press
Journalists who covered a story like yours

Partners
Companies that already serve your customer

BREVITY IS KING

Delete the compliment. Pitch in two lines.

1 · The hook	One researched line: their exact problem, and that you fix it. “We can help you with [the thing they’re struggling with right now].”
2 · The ask	“Is this relevant? May I share more?”

“I loved your episode on hiring” gets deleted. A real problem gets a reply. The research goes into the hook.

Three rules so it never feels like spam

You approve every send

Nothing leaves your inbox without your eyes on it.

One real reason per person

If the agent can’t find one, skip that person this week.

Sound like you

Short, warm, a little personal. Cut anything you wouldn’t say out loud.

Your first week

Day	Do this
Monday	Write one sentence describing your ideal customer
Tuesday	Paste in three emails you've written, so the agent learns your voice
Wednesday	Ask it for 20 customers and 10 podcasts or events, each with a reason
Thursday	Edit and send the drafts you like
Friday	Note who replied and plan next week's follow-ups

QUESTIONS

Send one email today.

Then let your agents help you send the next hundred.

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