

WHY THIS EXISTS

So you know exactly what you are investing in before you decide.

Thinking about working together?

If you're reading this, you've probably spent some time on my website, listened to the podcast, followed me on LinkedIn or had my name sent to you by somebody else.

And now you're considering whether working together makes sense.

If you're going to invest with me, I want you to know exactly what you're investing in before you make that decision.

So I've put everything here.

You'll see the two ways I work with clients, what we can get done in twelve weeks, how I work, what previous clients have gone on to do and what the investment looks like.

Take your time with it. By the end, you should know whether this is the kind of work you need and whether I'm the person you want beside you while you do it.



EUNICE ADEBIYI

TWO ROUTES

Same depth. Different starting point.

SAME LENGTH

Both are twelve weeks of 1:1 work with me.

Where are you starting from?

There are two ways I work with clients. Both are twelve weeks. The difference is what we need those twelve weeks to do.

BUILD

You have experience you know could become consulting, advisory, speaking or a business of your own.

You may already have ideas about what that could look like. What you haven't done yet is make the decisions that turn all of that experience into something real, sellable and worth building the next chapter around.

That's what Build is for.

REPOSITION

You already have the business. You have clients, revenue and proof that people will pay you.

Now you want the business to give you more: better clients, stronger fees, more interesting work and more choice over what you say yes to.

That's what Reposition is for.

Both are twelve weeks of 1:1 work with me. We're simply starting from different places.

THE POINT

Something real you can take into the market.

What could actually be different twelve weeks from now?

IF YOU'RE BUILDING

By the end of our twelve weeks together, I want you to have gone from “I know I could do something with all of this experience” to having something real you can take into the market.

What you'll actually have on the other side

- A clear decision about what you're building and who it's for.
- A defined consulting, advisory or expert-led offer that somebody can actually buy.
- Pricing you can explain confidently and put in front of a client without immediately wanting to discount it.
- A much clearer personal brand around the expertise you want people to know you for.
- A rewritten LinkedIn profile built around where you're going next, including your headline, About section, Featured section and the direction for your banner.
- A clear point of view and the subjects you should be talking about if you want the right people to start associating your name with this work.
- A practical way of turning those ideas into LinkedIn posts, including the writing approach I use in my own business.
- Stronger proof: the results, stories and examples people need to see so they understand why you're worth hiring.
- A clearer route from somebody discovering you on LinkedIn to actually starting a conversation about working with you.
- A practical 90-day plan so you know what deserves your attention once our twelve weeks are over.

Your LinkedIn presence will be rebuilt around the business you're creating. I'll help you decide what it needs to say, what needs to change and what the profile needs to communicate before somebody ever sends you a message. If the visual side needs work too, I'll help shape the creative direction and connect you with a graphic designer I trust for the banner and supporting assets.

I want you to leave with more than the confidence to say, “I could do this.”

“This is what I'm building. This is what people can hire me for. This is what it costs. And this is how I'm going to get it in front of them.”

VERY PRACTICAL

Offer. Pricing. Personal brand. LinkedIn. Better clients. Better-paid work.

If you're repositioning

By the end of our twelve weeks together, I want the business to be much closer to the level you already know you can operate at.

What you'll actually have on the other side

- A clear decision about what you want more of and what you're ready to stop building the business around.
- A sharper position: what the right clients should be coming to you for.
- Decisions on which offers stay, which change and which quietly go.
- Pricing that reflects the level you're actually operating at, and the reasoning you need to hold it.
- A personal brand that stops reinforcing work you've outgrown.
- A rewritten LinkedIn profile aimed at the work you want next rather than the work you're known for.
- The subjects, ideas and points of view that make the right people understand how you think.
- A practical way of writing about your expertise consistently, in your own voice.
- Stronger proof arranged around the work you want more of.
- A practical 90-day plan for what happens after we finish.

If your LinkedIn presence needs a full visual rebrand, I'll help shape the direction and connect you with the graphic designer I trust to bring it to life. If writing is the sticking point, we'll work on that too, and if longer-term writing support makes sense for you, we can talk it through.

The aim is a business that creates more of the work you want, more of the clients you want and more choice over what you say yes to.

HOW THE WORK MOVES

Decide. Apply. Review.
Move again.



EUNICE ADEBIYI

How we get there

We start by deciding where you're actually going.

What do you want to build? What do you want the business to become? What kind of work do you want more of, what do you want to earn and what do you want your working life to look like when this is all working properly?

Then we start moving the business towards that. Over the twelve weeks, that usually means working through five areas.

01 — DECIDE WHAT PEOPLE CAN HIRE YOU FOR

We decide what people should actually be able to hire you for, how that work is structured and what needs to disappear, change or become much clearer.

02 — BUILD THE REPUTATION YOU WANT AROUND IT

We get specific about the expertise you want people connecting your name with, so your reputation starts getting you into the right conversations.

03 — PRICE IT PROPERLY

We work on your pricing, how you explain the value and what buyers need to understand before a higher fee makes sense to them.

04 — MAKE IT EASY FOR THE RIGHT PEOPLE TO UNDERSTAND YOU

This is where your personal brand, LinkedIn profile, banner, featured section, website, proof and the way you talk about your work all start working in the same direction.

05 — START CREATING MORE OF THE OPPORTUNITIES YOU ACTUALLY WANT

I'll teach you how I use LinkedIn to build business around expertise: finding the ideas worth talking about, turning your experience into a point of view, writing posts people actually want to read and creating a body of work that gives the right people a reason to follow, remember and eventually contact you.

**BETWEEN
SESSIONS**

You apply it. We look at what happens. Then we make the next decision.

Then we keep putting those decisions into the business

You'll apply what we decide between sessions. We'll see how people respond, what starts moving, what needs adjusting and what the next decision needs to be.

Some weeks that might mean changing an offer. Another week might be pricing, rewriting your LinkedIn headline, rebuilding your profile, working through a post, reviewing a sales conversation or deciding whether an opportunity in front of you is actually worth taking.

That's how the twelve weeks move.

We make the decision. You put it into the business. We look at what happens. Then we make the next one.

CLOSE TO THE WORK

If something changes between sessions and we need to make a call, we make the call.

PRACTICAL SUPPORT

Offers. Pricing. LinkedIn. Content. Live opportunities. The work in front of you.

What you can expect from me

If we decide to work together, I take that responsibility seriously.

I will know your business.

I'll read the material. I'll look at the website, the LinkedIn profile, the offers, the pricing, the proof, the content and what people are actually responding to. I want enough context to understand the business properly rather than giving you advice from six feet away.

I'll tell you what I actually think.

If I think you're building the wrong thing, I'll tell you. If I think you're **underselling yourself**, I'll tell you. If the offer doesn't make sense, if the price is too low, if the LinkedIn post sounds nothing like you or if I think you've spent years sitting on something much bigger than you've realised, we'll talk about it.

We'll work on the actual thing.

Bring me the offer. Bring me the page. Bring me the post. Bring me the sales conversation you don't know how to handle. Bring me the client opportunity you're unsure whether to accept. We'll make the decision while it's useful.

You can reach me.

I'm not taking your money and disappearing between calendar appointments. If something needs my attention between sessions, send it over and we'll deal with it.

You'll have practical support where it makes sense.

If your LinkedIn presence needs a proper visual rebrand, I'll help shape the direction and connect you with the graphic designer I trust. If you need help learning how to write for LinkedIn, we'll work on that. If writing consistently is something you eventually want somebody else to support you with, we can talk through whether ghostwriting makes sense.

You'll do the work, but not alone.

This is still your business. You need to understand the decisions well enough to run it when our twelve weeks are over. My job is to help you make better ones, faster, and make sure the work actually gets used.

We're making decisions that could shape the next five or ten years of your career or business.

We take that extremely seriously over here.

RANGE

Higher fees. A different level of conversation. Access to bigger organisations. And choice.

A NOTE ON RESULTS

These are examples of what became possible for clients. They are not promises of identical results.

Some of what has happened after clients worked with me



DANIQUE B.
FOUNDER

Danique had already built a successful business before we worked together. She'd previously won £19,000 worth of work in four weeks, so the issue wasn't whether she was capable.

She wanted to stop being seen as the person clients called to fix everything and become someone they brought in for a very specific area of expertise. We worked on that together.

- In a position to turn down a six-figure opportunity that wasn't right for her.
- Secured a retained advisory project worth approximately £28,000 over three months.
- Inbound enquiries without acrobatics.

“My business is now undeniably positioned to help them master one specific thing, with clear outcomes.”

“No guesswork. And I no longer have to get into the weeds or perform acrobatics to get inbound enquiries.”

HIGHER FEES

“I realised the issue was never the quality of my thinking. It was the way I was being understood. Within months, I moved from £12k projects to £35k advisory retainers.”

ANGELA CARTER,
INDEPENDENT STRATEGY
CONSULTANT

A DIFFERENT LEVEL

“We stopped being compared with junior consultancies and started being evaluated alongside more senior advisory firms, which mattered hugely during our funding round.”

SANDRA W., BOUTIQUE
CONSULTANCY FOUNDER

BIGGER ROOMS

“Working with Eunice changed how I spoke about my work and positioned myself. It led to me being chosen for a project with an international eight-figure brand.”

YVETTE BOATENG,
NARRATIVE & MESSAGING
SPECIALIST

WHAT YOU'RE BUYING

Twelve weeks of my time, thinking and support. And time back.

PAYMENT

Payment plans available.

So, what are you actually paying for?

If you're considering investing in this work, I want you to understand exactly what that money is buying. Yes, you're getting twelve weeks of my time, thinking and support.

But you're also buying time back.

- Six months spent building an offer nobody really wants.
- Another year charging fees that sit well below the level you're operating at.
- Clients who keep pulling you further into work you were trying to move away from.
- Months of content aimed at people who were never going to buy from you.
- A personal brand built around the wrong thing, so the wrong opportunities keep arriving.
- A business shaped around what you can do rather than what you actually want to spend the next few years doing.
- Another year sitting on everything you know because you still haven't decided what to do with it.

That's what these twelve weeks are meant to save you from.

You're also not stitching five different specialists together yourself. Depending on where you start, this work can touch your offer, pricing, personal brand, LinkedIn, content, proof, sales conversations and the way you turn your expertise into paid work.

You could hire somebody to look only at your brand. Somebody else for your messaging. Somebody else to teach you LinkedIn. Somebody else for pricing. The advantage of doing this work together is that every one of those decisions is made against the same question: where are you trying to go, and will this help you get there?

We make the important decisions earlier, put them into the business and keep moving from there. The fee matters. So does the next year of your time.

12 WEEKS OF 1:1 ADVISORY

£8,500

PAYMENT PLANS AVAILABLE

AFTER YOU ENQUIRE

You'll hear from me
within 24 to 48 hours.

So what happens now?

If you've read this and you can see yourself in either Build or Reposition, send me an enquiry.

You don't need to have everything worked out before you do. Tell me where you are, what you've been thinking about and what you want to be different.

Once you've sent it, you'll hear from me within 24 to 48 hours.

If I think I can genuinely help, we'll arrange a conversation. We'll talk properly about where you are, what you want and whether this work makes sense for you. You can ask me whatever you need to ask before making a decision.

If we both decide it's a yes, I'll send over everything you need to get started and we'll agree your start date.

[I'D LIKE TO WORK WITH EUNICE →](#)

ALREADY SENT YOUR ENQUIRY?

You don't need to do anything else. I'll be in touch within 24 to 48 hours. If there's something this guide made you want to ask me, jot it down. We'll talk about it when we speak.

[LINKEDIN](#)

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[PODCAST](#)

[EUNICEADEBIYI.COM](#)

A note on results: The client examples in this guide show what has been possible for people I've worked with; they are not promises of identical financial results. What you go on to achieve will depend on your starting point, the decisions we make together, how you apply the work, the actions you take and what happens in your particular market. I'll bring my experience, thinking, challenge and support to the work. You'll be responsible for what you do with it.