

The Company Approach

You asked how the outreach actually gets done. This is the whole method run in order on one real company — because what decides whether an approach lands is the homework underneath it, not the wording of the message.

How to read this

This is a real company and a real posting, checked the morning this page was written. **The individuals are deliberately not named here** — every fact that makes the approach work is on the page without them, and naming a working hiring manager on a public page is not something I will do. On a call I will walk you through the actual profiles.

The client is not named either. **Read it as written to you**, because the method does not change from one person to the next; only the homework does.

THE COMPANY, VERIFIED 1 SEPTEMBER 2026

Cohere — a frontier AI company selling deployed enterprise AI. Their job board that morning: **over 140 open roles**, Revenue **the largest department**, and inside it a small Solutions Architecture function. Counts move; the shape does not.

The seat: **Senior Director, Solutions Architecture — Americas**, based in the United States, at **\$306,000 – \$425,000 USD plus bonus**. Posted, live, and still unfilled.

Every quotation from the posting on this page is verbatim.

Before anything else — why the obvious move fails

That posting reports **over two hundred applicants**. Applying makes you two hundred and one, and your record is excellent and it will not matter at two hundred and one, **because that is a queue**.

An application goes into a system. It gets screened against a template by somebody who is not the person who decides. So the application is not the move — **it is the fallback**, it goes in on day seven, and it exists so there is no procedural reason to exclude you later.

WHAT WE ARE ACTUALLY BUILDING

This is not about getting this one job. It is about **getting noticed inside the circle of winners** in this ecosystem — a deliberately bigger target than one requisition, and the one that holds up. Requisitions close. Reputations compound.

Which is also why a seat getting filled ends nothing. **Whoever fills it then has to build a team**, and companies at this stage hire the person they want and write the job afterward.

My method, in order

Five steps, the same for every person at every company. **All five are mine.** The only thing that reaches you is a short batch when there is something to send.

STEP	WHAT HAPPENS
1 • Homework	Know exactly who the buyer is before touching anything. The step almost everyone skips, and the one that decides the rest.
2 • The request	A note is an ask. No note is just a professional appearing.
3 • Read the signal	Twenty-four hours later he has accepted, looked without accepting, sent one back, or done nothing. All four tell me something.
4 • Pick the branch	Each of those needs a different next move — and one of them is not yours to make at all.
5 • The message	Only now, because until here we do not know which message is the right one.

Step one — the homework on the one who matters most

The seat reports to a VP of global solutions architecture. Before a single word is written to this man, this is what is known about him:

WHAT	WHY IT MATTERS
He is two months into the seat	The single most important fact on this page, and it changes everything. A leader that new with an open senior seat beneath him is not backfilling — he is building his own team. He did not inherit your predecessor and he is protecting nobody's legacy. He is deciding what this function looks like and he is measured on it in his first year.
The region is currently his own desk	He is US-based, and the Americas is his home region. Until he fills this seat he is doing the job himself — which is a very different person to write to than one delegating a requisition to a recruiter.
He came out of enterprise data platforms	Not out of a research lab. He has lived the “the technology works, the enterprise cannot adopt it” problem from the vendor side. That is the argument you would be making anyway , and he already believes it.
His own headline is your argument	It is about helping enterprises deploy AI they own, govern and trust. That is your case, in his words, before you have said anything — and governance is the part you run today.
He posts about building with agentic tools himself	The posting calls this a player-coach seat. His own public activity proves he means it, so the message cannot be a management-abstraction message. He would spot it immediately.

WHAT THE HOMEWORK ACTUALLY TELLS US

Read together: **this is the best possible moment to reach a hiring manager**, and it is completely invisible unless somebody does the work.

It also tells us what *not* to do. **A man two months into a big job does not want a pitch.** He is still meeting his own people. So the first touch asks him for nothing at all.

Step two — the first touch, and it is almost always silent

A connection request, almost always with no note. **A note is an ask, and an ask from a stranger is easy to decline.** No note is just a credible professional appearing in his notifications — and at your level that alone gets accepted more often than it gets ignored.

This case is the exception. He is inside ninety days of a new role, which is the one window where a short note is genuinely welcome rather than transactional, because congratulating somebody on a new job is a normal human thing to do and everybody knows it. So he gets a note. It is two lines, it congratulates him, it proves in one clause that you actually read his profile, and **it asks for nothing and never mentions the job.**

THE ORDER IS MY PROBLEM, NOT YOURS

I go first. **Your request follows about a day later**, so it lands on a name that already has context attached rather than arriving cold. On the peers you go alone and I never touch them — a peer hearing from someone’s advisor is odd; a peer hearing from a peer is not.

The others go out with no note at all, one a day over the following days. **Four requests landing at the same company on the same afternoon looks like a campaign.** Spread out, it looks like somebody taking an interest.

There is no clock running on your side and nothing to remember. I send the batch when it is the right day; you tap them when they arrive.

Step three — twenty-four hours later, read the signal

This is the part that is invisible from outside, and the part worth understanding best. Four things can happen and **all four are information. There is no such thing as a dead send.**

SIGNAL	WHAT IT MEANS	WHAT HAPPENS NEXT
He accepts	The strongest signal. The door is open and he chose to open it.	Wait. Do not message the same day — an instant reply to an accept is the tell of an automated tool. Day three or four, when it reads as a person who thought about it. Better still, if he posts in those two days, respond to that instead.
He views your profile, no accept	He is deciding. Interested enough to look, and something made him hesitate.	This is the one that pays for the profile work. He is on your page right now, so the page has to answer him.
He sends a request back	Rare and excellent. He has flipped it — now he is the one initiating.	Accept, then let <i>him</i> speak first for a day. You are no longer a stranger and the whole tone changes.
Silence	Also a signal, and not a rejection. Senior people run at three hundred pending requests. It usually means unseen, not unwanted.	Nothing, from you — and this branch is not yours. LinkedIn will not let you message someone who has not accepted, so there is no move to make. It is mine, and I am already connected.

AND THE SIGNAL YOU WILL SEE BEFORE I DO

Profile views land on your screen, not mine. LinkedIn shows them to you and nobody else. So when a name from the company appears in your views, **that is the first evidence any of this is working** — and it reaches you before it reaches me.

Filter your views by company. It takes ten seconds and it is the difference between seeing the signal and it disappearing under everything else.

Step four — the branch you cannot run yourself

If he accepts, the next message is yours and I write it for your account: three short paragraphs that treat him as a peer solving a shared problem rather than as a gatekeeper, and **it never mentions the open role**. If he wants to raise the seat he will, and it is far stronger coming from him.

If he never accepts, LinkedIn gives you no way to reach him at all — and staring at a pending request is not a strategy. That message goes from me instead.

WHAT THAT MESSAGE IS DOING, LINE BY LINE

It opens by **referring you by name with your profile linked**, so it is a referral he can verify in one tap.

The words **“my client”** tell him who pays me without my having to deny anything, **so the fee question never forms**. I never open with “this is not a recruiting call.”

It names the seat, because he has no idea I read his job board until I show him — and **both reasons you fit are quoted from his own posting**, not from my opinion of you.

And the ask is **thirty minutes, not twenty**. Twenty is what people offer when they are apologizing for asking.

THIS IS THE CLEAREST EXAMPLE OF WHAT YOU ARE ACTUALLY BUYING

When your door does not open, mine already is.

Then one follow-up three to five days later that **adds something new** — never “just bumping this.” After that, nothing. A senior person who has ignored two good messages has answered, and the name stays warm through the other contacts instead. **Two touches per person, never three**.

The founders — and the play worth more than all of it

This company has three co-founders. Two are quiet on the platform and get a plain request with no note. **The third posts every other day to roughly fifty thousand followers**, and he is played completely differently.

A connection request from a stranger is noise to a man with fifty thousand followers. So do not send one. Follow him and turn the bell on — you are notified the moment he posts, and early comments get far more visibility than late ones. That notification is the whole mechanic.

Then engage over the next week or two: **two to four genuinely good comments, spaced out**. A real technical opinion from somebody who runs the function he is selling into. Not agreement, not praise, and absolutely not the kind of empty generated comment everyone can now spot instantly. **One sharp paragraph beats ten nice ones**. The request comes only after that, and by then it is a formality.

WHY THIS IS THE HIGHEST-LEVERAGE THING YOU CAN DO

The comment is not for him. It is for the fifty thousand people watching him.

Those followers are venture investors, private equity, founders and operators at other companies in exactly the ecosystem you are targeting. **They read the comments**. So a sharp opinion puts your name in a room they already respect, and a meaningful number will click your profile — which is why the profile work came first.

That is the difference between applying for jobs and being found for them. One of those scales and one does not.

ONE CAUTION

Comments are public and you may well be employed. Engaging on industry posts is completely normal for somebody in your role — just be deliberate rather than prolific, and keep it about the work.

Who is deliberately not on the list

No recruiter, and no one-click apply. The recruiter owns the queue that already has two hundred people in it, so going to them puts you back in the pile we are working to get around. **We go to the person who can create an exception, not the person who administers the process.**

The finance leadership and the investors are held back too. Reaching an investor before a single person inside the company has engaged is the move that makes somebody look like they are working an angle. Those get written when they are earned, and not before.

Sequencing is most of the craft here, and **knowing which door to leave shut is most of the sequencing.**

What I need from you

TEN MINUTES A DAY. THAT IS THE WHOLE ASK.

Stay active on your own LinkedIn. Your profile views, your messages, connections accepted. That is where every signal lands first, and the one place I cannot see.

Tap a batch when I send you one. A few connection requests, one tap each. Not daily — only when there is something worth sending.

Tell me when someone replies to you. Same day, one line, who and what you said. That is the only thing that genuinely breaks this if it is missed.

Other than that I am doing all of it — the research, the targeting, the writing, the sending, the follow-ups and the reports.

What I will not do is quietly hand you a second job.

On representing you — being straight

The homework is the differentiator, and the message is where it shows. Anyone can write a good sentence. Knowing that this man is two months in, US-based, out of an enterprise data-platform company and posting about agentic tooling is what makes the sentence land.

Content I am confident about, because it comes off your record and off you telling me what you actually do. **Style I can get close to and not perfect,** and I will not pretend otherwise. Everything from your account is yours to edit, always. I draft, you fix it, and after two or three rounds I stop getting it wrong.

I am not a ghostwriter for your relationships. I do the homework, I open the door, and I draft what you say. You are the one in the conversation.

What you are actually waiting for

Everything on this page exists to produce one thing, and it is not a document or a dashboard.

CONVERSATIONS ON YOUR CALENDAR

People who own the problem you solve, agreeing to thirty minutes. **That is the output.** Not applications submitted, not messages sent, not names on a list.

Some come because I opened the door. Some come because somebody saw your name on a founder's post and looked you up. **It does not matter which, and I do not keep score that way.**

My job is to make them happen. Yours is to show up and be yourself in them.

Sample — illustrative. The client is not a real named individual and no client information appears on this page. The company, the posting, the compensation range and the quoted language are real and were verified against the company's own job board on 1 September 2026; the individuals referred to are real people whose names are withheld here on purpose.