

Job Matters Consulting

Building a Predictable, Aligned Client Pipeline for Job Matters Consulting

A managed go-to-market engine for fractional HR and project augmentation, built to protect your capacity and your income target



OVERVIEW

Executive Summary

You have built a fractional HR and project augmentation model that clients value and that draws on genuine breadth of experience across sectors, backed by your MCIPD credential. The delivery capability is there, the demand for your skills is evident, and you have a clear view of the income you want the practice to support. The one component that is not yet in place is a managed engine that brings aligned clients to you on a predictable basis, without asking more of your own time.

This proposal sets out how Empowrd AI builds that engine on your behalf. The outcome is a clearly defined and packaged offer, positioning and messaging built around the clients you most want to work with, and a consistent flow of ideal-fit leads. Because the work is delivered for you rather than by you, your capacity stays reserved for paid client delivery throughout.

With your current contract running to October 2026, there is a clear window to build this infrastructure from a position of stability, so that a predictable pipeline is already generating aligned work by the time that contract concludes.

Your income target is best understood as infrastructure for security and freedom: a level that supports how you want to work and the flexibility your operating model depends on. This is a considered goal, and the plan that follows is designed to reach it without compromising the way you have chosen to run the practice.

WHERE YOU ARE NOW

Diagnostic and Current State

The practice sits on solid foundations. You have a live delivery model, clear demand for your expertise, and one stable contract that provides useful runway while you build. You also have a well-formed view of the client you serve best: growing companies of roughly fifteen to fifty staff where the founder is overwhelmed and needs senior HR judgement without a full-time hire.

That view is sound. You told us you were unsure whether the profile was unrealistic, and it is not. It is precisely the kind of organisation that increasingly reaches for fractional and project-based senior HR support, and it is a segment your experience is well matched to serve.

The gap

The distance to close is between delivery capability, which is strong, and demand generation, which does not yet run as a repeatable system. Your energy has understandably gone into delivering excellent work for clients, and building a marketing and pipeline engine is the natural next stage of the practice rather than a shortfall in it. Right now there is no consistent mechanism attracting your ideal clients to you, which means new work depends on chance and circumstance rather than a system you control.

- A live delivery model with clear demand for your skills
- One stable contract providing runway to build against
- A well-defined ideal client: growing firms of roughly 15 to 50 staff with an overwhelmed founder
- No repeatable engine yet to attract those clients on a predictable basis

THE MARKET YOU ARE ENTERING

Strategic Context

Fractional and project-based HR is a strong space to build in, and it plays directly to your strengths. Smaller and growing organisations increasingly need senior HR expertise without the cost and commitment of a full-time hire, and larger organisations moving through change need experienced augmentation they can bring in for defined periods. Both patterns favour a practitioner who offers depth and judgement rather than scale.

Your breadth across large organisations and smaller businesses gives you a rare vantage point. You understand how HR works at scale and how it has to work when resources are lean, and you can move between the two with credibility. Combined with your MCIPD standing, that positions you on expertise and fit rather than on headcount or technology.

A lean, senior-led model is an advantage in this market. Clients in this segment are buying seasoned judgement and a close working relationship, which is exactly what a founder-led practice is placed to offer.

The task, then, is to make that differentiation legible to the right clients. Good positioning turns your experience into a clear reason to choose you, and a working pipeline puts that reason in front of the founders and organisations who need it, consistently.

DESIGN PARAMETERS

Constraints

Any solution has to respect the way you have deliberately chosen to operate. These are not obstacles to work around; they are the parameters the plan is built to honour.

- A working pattern of around twenty hours per week, which should stay reserved for paid delivery
- Flexible working patterns, so that hours can flex around energy and delivery rather than fixed commitments
- Capacity protected as a matter of principle, kept for client work rather than marketing execution
- A solo operating model by design, which is why a fully managed, done-for-you approach fits
- A defined runway to build against before the current contract concludes in October 2026

Protecting your capacity and working to flexible patterns is a deliberate operating principle, and the business is being designed around it rather than in spite of it. Because you run the practice on your own, the right answer is not to add marketing tasks to your week but to have that work owned and executed for you. That keeps your time entirely for the delivery your clients value and the pipeline building in parallel.

WHY THE WINDOW MATTERS

The Risk of Inaction

The most useful way to see October 2026 is as a window of opportunity. You have stability now, and that is precisely the moment to build a pipeline, while you are not under pressure to take whatever comes.

If the engine is not built during this runway, the likely pattern is a reactive one. Without a flow of aligned leads, and with income to think about, the pull is towards accepting misaligned and unpredictable work, exactly the trap you have named. That undermines the revenue predictability you are aiming for and, just as importantly, erodes the flexibility and control that the way you work depends on.

Building the pipeline now, from a position of stability, protects both alignment and control. It means that when the current contract concludes, aligned work is already coming to you rather than being chased under pressure.

The value of acting during the runway is that it lets you build on your own terms. Positioning, offer and pipeline are shaped around the clients you want, not around whatever happens to be available, and that choice is far easier to make while the current contract still provides cover.

HOW WE BUILD IT

Phased Roadmap

The build is staged and done for you at every step. Each phase produces something concrete, and the execution sits with Empowrd AI so your hours stay reserved for paid client work throughout.

Phase one: define and package the offer

We clarify and package the fractional HR and project augmentation offers into clearly defined services, with service definition, scope and how each is bought and delivered. This gives prospective clients an easy way to understand and say yes to what you provide.

Phase two: positioning and messaging

We build positioning and messaging around your ideal client, translating your cross-sector depth into a clear, differentiated reason to choose you. This is the language the pipeline runs on, tuned to the founders and organisations you most want to reach.

Phase three: stand up the pipeline systems

We set up and run managed inbound and outbound lead generation targeted at your ideal client profile. These systems are operated by us, which means you are never tied to fixed marketing tasks and can flex your own working around delivery and energy alone.

Phase four: run and optimise toward the target

We run consistent pipeline generation and refine it over time, working towards a predictable flow of aligned clients and your revenue goal. The intent is durable infrastructure that generates revenue without asking for more of your time.

Phase	What Empowrd AI delivers	Your involvement
Offer definition	Packaged fractional HR and project augmentation services with clear scope	Input on your services, minimal time
Positioning and messaging	Differentiated positioning and messaging built around your ideal client	Review and sign-off
Pipeline systems	Managed inbound and outbound lead generation, built and operational	None on execution
Run and optimise	Ongoing pipeline generation and refinement toward the target	Delivery of the aligned work only

THE PARTNERSHIP

Why Empowrd AI

Empowrd AI is set up to own the marketing and pipeline build from end to end, which is what makes this model fit your situation so well. We take on positioning, messaging and the lead generation systems in full, so the one component the practice is missing is supplied without adding to your week.

Think of us as the capability you have deliberately chosen not to build in-house. Your expertise is the HR delivery; ours is turning that expertise into a consistent, aligned pipeline. The two are complementary, and the arrangement keeps your capacity protected and the client relationships yours.

The outcome is a predictable, aligned client pipeline that you control, built and run for you, so your time stays entirely with the work only you can do.

Because the delivery is fully managed, it maps directly onto how you have chosen to operate: flexible working patterns, protected capacity, and a solo model supported by a partner who executes on your behalf. You keep the freedom and the control, and the pipeline keeps building regardless of how any individual week falls.

INVESTMENT

Investment

The engagement is structured as a fully done-for-you build, with Empowrd AI owning the marketing and pipeline work end to end so your own hours stay reserved for paid delivery. It moves through offer definition, positioning and messaging, then the standing up and ongoing running of managed lead generation, sequenced so that durable infrastructure is in place well before your current contract concludes. The shape is a partnership in which execution sits with us and control sits with you.

Engagement	GBP	USD
Signature Blueprint <i>First step • 2–4 weeks</i>	£4k	\$5k

Engagement	GBP	USD
Magnetic Marketing (DWY) <i>Option after the diagnostic</i>	£2.1–2.6k/mo	\$2.8–3.5k/mo
Magnetic Marketing PRO (DFY) <i>Option after the diagnostic</i>	£3.2–3.8k/mo	\$4.3–5k/mo

All figures are indicative and pending Aman's confirmation before issue. The diagnostic clarifies which path fits; you can proceed with either engagement, or both.

THE TEAM

Your founders

EMPOWRD AI | CO-FOUNDER

Aman Singh

Technology, Marketing, Systems & Commercial Discipline

Aman leads technology and automation architecture and commercial discipline at Empowrd AI. He brings deep experience in revenue operations, architecture and commercial cadence, and is focused on building the operational backbone that supports optimisation, process discipline and organisational efficiency.

EMPOWRD AI | CO-FOUNDER

Zoë Walters

Strategy, Transformation & Client Insight

Zoë leads strategy, change management and client insight at Empowrd AI. With a background in HR, organisational design and commercial leadership, she translates business complexity into clear people, process and transformation roadmaps.

Building From Strength, on Your Terms

You have the expertise, the demand and the runway. What this engagement adds is the one piece that turns those into predictable, aligned work: a managed go-to-market engine built and run for you, so your income target is supported without compromising the way you have chosen to work. Building it now, while your current contract provides stability, means aligned clients are already coming to you by the time that contract concludes, rather than being chased under pressure. The result is a practice that delivers security, freedom and control, on your terms.

The next step is to confirm the scope and sequencing so the build can begin while the runway is at its most useful.

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Prepared for Job Matters Consulting

31 July 2026

Valid for 60 days from the date of issue.

