

■ SPEAKING

LinkedIn, client acquisition and entrepreneurship speaker

I help consultants and service business owners become the obvious choice, the one prospects don't even compare with anyone else.



Keynotes, panels, podcasts and workshops, in English and in French.

30+

podcasts as a guest

120+

B2B professionals trained

22 000

followers who read me

150+

clients signed through LinkedIn

■ MY ANGLE

I've made a living from my business *since 2017*

Many speakers cover entrepreneurship in general. My specialty is client acquisition on LinkedIn: more than 150 clients signed before I ever taught it, starting with no network. My conviction: prospects don't choose the best provider. They choose the one they found, understood and trusted first.

Networking

Events, referrals, business clubs: you don't choose who you meet, and everyone is there to sell their own services.

The LinkedIn profile

The foundation of acquisition. On its own, it's enough in only a few fields, and today every market is competitive.

Outreach

Conversations at scale, never a pitch in the first message.

■ WHAT THEY TAKE AWAY

What your audience understands *by the end*

01 **Why their clients arrive in waves**
What to keep up every week to avoid busy months followed by empty ones.

02 **How to build an acquisition engine on LinkedIn**
One that opens qualified conversations, with no sales pitch on first contact.

03 **Why their LinkedIn profile is the foundation**
What a prospect needs to find there before agreeing to a meeting.

04 **Why posting content isn't enough**
It makes you visible but rarely converts alone. What turns attention into meetings.

THE TALKS

One angle, *three depths*

Tell me who I'm talking to and I'll set the depth, from the most operational to the most strategic.

THE SIGNATURE TALK

Becoming the obvious choice

Networking, referrals, business clubs: you have to show up in person, one meeting at a time, then sort through it all. Pleasant for building connections, rarely worth the time it takes. How to build your whole acquisition on LinkedIn, from the profile to the meeting.

CONSULTANTS, INDEPENDENTS AND OWNERS WHO STILL SELL

The rhythm that prevents dry spells

Busy months, then months with nothing. How to set a rhythm of outreach and content that smooths out the year, alone or with a team.

SERVICE BUSINESS OWNERS, ALONE OR WITH A TEAM

Being found and chosen

What a prospect checks when they search your name, on LinkedIn, on Google and on your site, and what makes them reach out.

SERVICE PROVIDERS AND SERVICE BUSINESS OWNERS

INCLUDED IN THE TALK

A gift for your audience

Every attendee leaves with a downloadable resource built for the topic of the talk: a practical guide they can put to work the very next day. For you, it's one more argument in your promotion before the event. Depending on the format, I can also give each attendee a short video with personal advice on their LinkedIn profile.

Also available on request: Leaving a corporate job to go out on your own · AI and expertise · Building a business abroad

FORMATS

How *I speak*

01

Keynote

30 to 60 min

02

Panel

Roundtable and debate

03

Workshop

Hands-on format

04

Podcast

English and French



ABOUT ME

LinkedIn coach and trainer, digital agency founder and speaker. I started from zero in 2017 after leaving a management job, signed more than 150 clients through LinkedIn and supported more than 30 companies. Since 2022, I have taught my method through L'Accélérateur LinkedIn, followed by more than 120 B2B professionals. Today I run my LinkedIn and B2B marketing agency from New York, with a small team.

Running an event?

Tell me your event and your date.

murieltouati.com

linkedin.com/in/murieltouati

New York · English and French