

THE MAVERICK INCUBATOR

THE MAVERICK INCUBATOR

You're already an expert. Now it's time to get paid like a thought leader

You are an expert. You're qualified. You're experienced. And you're bored.

You've evolved, but your business hasn't caught up. You're serving clients you've outgrown and delivering results that no longer excite you.

And this is frustrating.

You've evolved but you're not owning it. **Work is feeling like a pair of too tight skinny jeans** - misaligned, uncomfortable and suffocating. And it's impacting how you show up.

You don't need another "*proven framework*" to package up yet another offer - you've *been* doing that. It's not that you don't want clients, you love what you do, but more of the same means more work, and you are **trying to escape being a woman who works too much** 😊.

Playing small ravages your energy and undermines your talent.

As appealing as it sounds, you don't want "*3 steps to a funnel that generates clients on demand*" anywhere near you. **The thought of more groups or one-to-one work makes your nervous system feel like it wants to shut down.** You have enough of that.

You want to be known beyond your niche. **To get booked on stages**, featured in the press, invited into rooms where your voice *moves the room*.

You're not trying to generate more leads. You're building a body of work that *outlasts* you.

You want to be known. Well-paid. Time-rich. Aligned with *this* version of you.

Every month you wait for the magic solution or inspiration you lose momentum, undercharge for your brilliance, and hand over opportunities to people with less expertise but better positioning.

You're not tired because you're overworked. You're tired because you're hiding. Hiding behind old positioning. Old pricing. Old stories.

Right now, your expertise is costing you.

Every time you deliver one more session instead of building your platform, you limit your income and hand opportunities to people with less experience but more visibility. That's an expensive problem. It costs you speaker fees, missed bookings, raising your profile and more importantly,

energy. The Maverick Incubator solves it by giving you the clarity, positioning and assets you need to get booked, quoted and paid for your ideas not just your time.

It's time to scale your **brand, impact, money, and legacy**, not your client load.

Now imagine what it feels like when you stop hiding in plain sight and show up like the thought leader you already are.

[\[APPLY HERE\]](#)

The Maverick Incubator

You're already an expert. Now it's time to get paid like a thought leader

What if this was your reality?

You get dressed in clothes that make you feel sharp, powerful, and unmistakably you. Hair done, makeup on, look in the mirror - yes, babes.

You step onto the tube (or your transportation method of choice), 90s R&B in your ears, on your way to a venue where the audience is waiting for you.

You walk in, take the stage, and own it. You're in flow, sharing insights that shift perspectives, answering questions that make people think.

They come up to you after, telling you how your words changed something for them. You take selfies with people and a few pics for the 'gram and LinkedIn.

You're on a high!

On the way home, no music this time. Just you, recording your debrief into Otter, celebrating what went well, noting what could be sharper.

You voicenote a friend and they celebrate you.

You get home, write it all down in your speaker journal, because writing your reflections down is how you integrate them.

You email your VA to send the invoice, it's more than your old monthly salary.

Then you take a walk, blissed out, letting it sink in. Regulating. Grateful that you decided to back yourself and your mission.

This doesn't have to be my story alone. You can create your version of it too.

If you already know this is for you secure your place here, there are eight places available - three have gone: [\[PAY IN FULL\]](#) [\[PAY MONTHLY\]](#)

You're already an expert. Now it's time to get paid like a thought leader.

This is for the women and gender expansive folks who are already known in their field.

You're credible, experienced, and brilliant at what you do, but you're under-leveraged. You're invited onto podcasts, panels, maybe even corporate trainings.

You've done the work. You're not a beginner.

But now it's time to build your **legacy-level brand**. Not by doing more, but by being seen as the go-to thought leader in your industry.

The Maverick Incubator is a focused, strategic 90-day experience for experts ready to refine their positioning, own their message, and command premium speaking, media, and consulting opportunities - without burnout, over-functioning, or waiting to be picked.

This is not for people figuring things out. This is for established, credible, action-oriented people who want to package up their expertise into a thought leadership model.

This is not for people who struggle with visibility. This is for people who are able to show up online, speaking direct to camera and showing who they are even when it feels uncomfortable. If you need support with being visible or a step-by-step formula, this is not suitable for you.

This is for you if you're ready to:

- Be known beyond your niche
- Turn podcast invites into paid keynotes
- Make media coverage and brand partnerships part of your norm
- Translate your client work into scalable, high-value offers
- Finally step into a business model that pays you for your *insights*, not just your execution

The Maverick Incubator is where thought leaders are made.

It's about building the foundation of a career that lasts, grounded in depth, a brand that's true to you and the kind of impact people don't forget.

In just 12 weeks, you'll step out with:

- **A crystal-clear thought leadership identity** that cuts through noise and positions you as remarkable.
- **Signature assets that do the heavy lifting for you:** a framework, keynote and Speaker One sheet that open doors before you even enter the room.
- **Positioning and visibility strategies designed for thought leaders, not service providers** so opportunities start finding *you*.

This isn't about chasing quick wins or vanity metrics. This is about becoming bookable, quotable, unforgettable.

It's not training for the masses. It's a boutique programme for those ready to stop blending in, embody their leadership presence and build a platform worthy of their vision.

Two different ways to make £3,000...

Last year, I had a six-month programme priced at £3,000.

Someone was interested. She attended a free masterclass. She read six emails. She sent me three emails with questions. I offered a call to answer anything else.

She didn't take the call but eventually joined, and we worked together for six months.

At the same time...

Someone saw me speaking at an event. They followed me on Instagram and watched one of my TikToks.

They emailed me asking if I could do something similar for their organisation.

We had one 20-minute call to discuss details, no long sales funnel.

At the end of that call, we agreed on a £3,000 keynote: 45 minutes of delivery, 15 minutes of Q&A via Zoom. I had a shirt and blazer over my PE kit as I was going to the gym after.

Less busy work. Higher return. Bigger impact.

If you're an experienced service provider with a unique voice or perspective, you can do this too.

You don't always have to work harder, you need to position yourself better.

The Maverick Method

From expert to sought-after thought leader in 3 strategic phases

The Maverick Method is the core of The Maverick Incubator, a 12-week transformational experience for **high-level experts, consultants, and entrepreneurs** ready to shift from behind-the-scenes brilliance to visible, paid thought leadership.

This is about more than being known.

It's about building something repeatable, bookable, and unmistakably yours.

PHASE 1: DISTIL – Own your thought leadership identity

- Identify your unique lens and body of work
- Define your thought leadership message
- Position yourself for premium speaking, media, and consulting

PHASE 2: DESIGN – Turn your brilliance into a signature framework

- Identify your unique method, model or message architecture
- Build 3 signature keynote talks that reflect your voice and values
- Develop your offer ecosystem to monetise your thought leadership

PHASE 3: DELIVER – Step into the spotlight and start getting booked

- Implement your visibility and pitching strategy
- Show up like a thought leader online and offline
- Begin securing paid speaking, consulting, and media opportunities

DISTIL. DESIGN. DELIVER. DOMINATE.

By the end of our three months together, you will have:

- Signature framework + 3 keynote topics that you can pitch instantly
- A platform strategy aligned to your nervous system *and* your income goals
- A confident, compelling presence as a recognised thought leader
- A media kit and speaker deck that positions you as the premium choice
- A thought leadership positioning statement that commands four-figure fees
- A framework you can repurpose into workshops, trainings, articles, or IP-based offers so you can multiply your income and impact without multiplying your workload

You won't just stay in your lane. You'll dominate it.

What you get

This is not about giving you more to do. It's about giving you the right structures, strategies and support to finally be seen as the thought leader you *already* are.

One focused live training session per month

From information overload - to strategic clarity.

These sessions give you frameworks and perspective so you stop second-guessing yourself and start showing up with authority that makes you impossible to ignore.

One group strategy & messaging refinement call per month

From isolated guessing - to collective momentum.

You'll celebrate wins, troubleshoot blocks and tighten up your messaging in an exclusive environment of powerful women building their thought leadership platforms.

Monthly 1:1 executive strategy session

From generic coaching - to bespoke elevation.

These laser-focused sessions refine your platform strategy and pitch assets so you walk away positioned as the premium choice in your field.

Private community (off social media)

From performative noise - to strategic support.

A curated circle of high-level women where peer support fuels your growth.

Copy & positioning review support

From wondering "*is this good enough?*" - to hitting send with certainty.

I'll personally review your pitches, decks and keynotes so you know they land with the clarity and confidence of a thought leader.

Private podcast with weekly guidance

From losing momentum between calls - to steady progress week after week.

Think of this as your on-demand coach in your pocket, concise, focused episodes that deepen the work, keep you accountable and help you integrate each stage of the roadmap in real time.

Custom AI prompt bank

From blank page paralysis - to fast, polished output.

Tailored prompts designed for visibility and thought leadership, so your content does the heavy lifting for you.

Curated resource library

From scattered templates - to tools that actually work.

Micro-trainings and frameworks that help you articulate your IP, pitch your ideas and consistently show up like the expert you are.

The result? You won't just collect information, you'll transform the way you position and present yourself. By the end you'll have the clarity, structure and signature assets to confidently step forward as a thought leader in your field.

Estimated Value: Over £9,000

Your early bird investment: £4000

Exclusive bonus masterclasses

On-camera confidence

Master your delivery, presence, and energy with a seasoned broadcaster with over 20 years of media experience. Learn what it takes to show up on video and in interviews like a pro, without losing your personality.

PR & media positioning

Learn how to get the media to pay attention to your message. This session, led by a senior journalist at one of the UK's best-known magazines, will show you how to pitch your ideas, shape your story, and show up as a credible source journalists want to quote.

Refine your signature talk

Work with an executive communications coach who supports TED speakers, CEOs, and award-winning creatives. You'll craft a compelling talk structure, sharpen your message delivery, and build your confidence to lead from any stage.

Combined value: Over £2,500

I'm being conservative, these sessions alone are worth the investment of the programme, but they're included because I want you not just to be ready, but to be undeniable.

I am not messing about. These masterclasses have been specifically chosen to support you to hone your craft and monetise it.

The difference between being brilliant and being *booked* is how clearly you can communicate your value. **These masterclasses close that gap.**

These masterclasses don't just help you show up well, **they raise your perceived value across every platform.**

What you get + exclusive bonuses = £8,855 value

Apply [\[APPLY HERE\]](#)

Pay in full [\[PAY IN FULL\]](#)

Pay monthly [\[PAY MONTHLY\]](#)

Schedule

Group zoom calls take place:

18th September 2025

2nd October 2025

16th October 2025

30th October 2025

13th November 2025

27th November 2025

11th December 2025

All calls take place at 2pm UK.

Bonuses

- In person strategy and intention setting day 11th September 2025 - Central London location
- 1-1 Thought Leadership Strategy session to clarify your 'big idea' and 'mic drop quotables' so you can begin to show up powerfully immediately.

Case Study: Rachael - Booked to speak within 30 days of clarifying her topics.

After working with me on her thought leadership strategy, including clarifying her speaker topics, Rachael shared:

"I kept changing the name of the topics I want to talk about, there have been so many iterations, but these ones work. The fact that in less than a month of me talking about these things, people are already asking me to speak about them, and I'm excited"

In her words:

"Working with Tamu at a major time of transition in my life and career has been incredibly helpful. Tamu has helped me find clarity. She's been a steady and grounding support as I stepped out of my comfort zone and have taken the initial steps to establish new businesses in unfamiliar fields.

Working with Tamu has helped me to deepen my confidence and recognise unhealthy thinking patterns when it comes to toxic productivity. I loved reading her book and working with her has

been a fantastic next step in applying the principles of joyful productivity. I would recommend Tamu as a coach”.

Rachael's journey is a clear example of what becomes possible when strategy meets self-belief. With clarity in her message and confidence in her positioning, she's not just talking about her expertise, she's being invited to speak on it and getting paid.

This is the power of working at the level of thought leadership, not just delivery.

You could spend the next 12 months doing what's been working but now feels 'off', delivering great results, keeping clients happy, and quietly outgrowing your own business model.

Or you could reposition yourself for higher-paid speaking, aligned brand partnerships, and visibility that doesn't cost you your time, energy, or values.

One 45 min keynote with 15 min Q&A could earn you £1,500–£5,000. The right positioning makes that normal, not lucky.

Your investment in this programme could be paid off with two to three bookings.

The investment

You're not just investing in three months of support. You're building the strategic foundation for the next decade of your career.

The programme begins with an in-person Strategy Day **on 24th April 2025**.

Total early bird investment: £4000 (full price £5500)

Pay in full bonus: Invite to an exclusive Masterminding Dinner at programme close.

This is not for you if:

- You're still unsure what you want to be known for
- You fear being visible or taking bold action
- You prefer step-by-step formulas over high-level strategy
- You're not already delivering results in your field

This is for you if:

- You're the expert people trust, and now you're ready to be paid like one
- You're ready to stop chasing and start leading
- You're seeking a supportive experience that stretches you, not one that teaches basics
- You know it's time to be seen, respected, and paid for your ideas

This is a boutique experience, there are 8 spots available.

Ready to be booked and paid?

Apply [\[APPLY HERE\]](#)

Pay in full [\[PAY IN FULL\]](#)

Pay monthly [[PAY MONTHLY](#)]

FAQs

FAQs

I'm already experienced, do I really need this?

Only if you're ready to stop being the industry's best-kept secret. This is for experts who are ready to *own* their voice, build a visible platform, and get paid for their ideas, not just their service delivery.

I've been in other programmes and accelerators before, how is this different?

This isn't about more information. It's about focused strategy, expert eyes on your work, and a boutique experience where you're seen, stretched, and supported. You'll get tailored guidance to refine your positioning, package your brilliance, and start getting booked. You won't be crammed in like a tin of sardines.

Will this work if I'm not a coach or consultant?

Yes. If you're an expert, creative, or leader with something to say, and you're ready to be known for it, this is for you.

Do I need to be a business owner?

No, but you do need to be operating at a mid-to-senior level. This is for established professionals, industry experts, and entrepreneurs who are ready to step into thought leadership. It's for people who are already leaders.

What results can I expect?

You'll leave with:

- A clear message
- A signature framework
- Three keynote topics
- A speaker deck + media kit

Most importantly? You'll be positioned to pitch, publish, and speak with confidence and clarity.

Is this a good fit if I'm still figuring out what I want to be known for?

No. This is for women who are already delivering results and want to refine.

How much time do I need to commit?

Around 3 - 4 hours per month for calls, plus space to implement. This is not about doing more. It's about doing what matters, and doing it with high-level support.

Will there be homework?

You won't be given tasks for the sake of it, but yes, you'll be expected to take action. This is a space for implementation, not contemplation. Everything you do is designed to move you forward, not fill your calendar.

What if I miss a live session?

No worries at all you'll get access to the session recording and AI-generated summary within 2 working days.

How long are the live sessions?

One hour but on occasion they might go over slightly.

Are payment plans available?

Yes. There's a pay-in-full option and a 3-month payment plan. Pay in full [[PAY IN FULL](#)] and pay monthly [[PAY MONTHLY](#)]

Where do the sessions take place?

All sessions are held via Zoom. You'll receive calendar invites, onboarding materials, and access to session recordings and transcripts.

Where is the in person strategy day?

The in-person day on 24th April 2025 will be held in central London.

What if I'm not ready right now?

That's completely fine, this work requires the right timing and energy. The Maverick Incubator will run again, but not at this price. If you know you're close but not quite ready, stay connected. When the next round opens, you'll be the first to hear.

Can I ask another question?

Yes, just send an email to tamu@livethreesixty.com , and I'll get back to you as soon as possible.