

CALM AUTHORITY · PRESS & MEDIA

Your expertise. At scale.

A LinkedIn writing system that turns financial advisers' real expertise into publish-ready posts in their own voice. Built by a Chartered Financial Planner and a content strategist. Live at calmauthority.ai.

AT A GLANCE

COMPANY	Calm Authority
TAGLINE	Your expertise. At scale.
FOUNDED	2025
FOUNDERS	Harry Sims (Chartered Financial Planner) & Jayme Baggio (content and systems strategist)
BASED	United Kingdom
WEBSITE	calmauthority.ai
PRESS CONTACT	info@calmauthority.ai

THE PROBLEM IT SOLVES

37,136 authorised financial advisers in the UK. **Fewer than 300** post consistently on LinkedIn. In a relationship business, that is a structural visibility gap. Clients trust adviser judgement in private. Prospects, referral partners, and centres of influence have no public evidence of it.

Generic AI is a reputational risk for people who sell trust and judgement — the output reads like a template everyone else is using. Calm Authority closes the visibility gap without the time cost of writing from scratch and without the homogenised output of generic AI.

HOW IT WORKS

Calm Authority maps each adviser's actual writing voice from real samples, runs weekly research to surface relevant angles, and generates draft posts from a URL, an article, or an idea. **Advisers edit, approve, and post manually. Nothing is auto-published.** Each adviser retains full editorial control.

A 30-minute weekly rhythm. Designed for individuals and firms, with firm-level guardrails, adoption visibility for firm admins, and a structured 90-day rollout for advisory firms.

WHO IT'S FOR

- **Individual financial advisers** who want a consistent LinkedIn presence without writing from scratch.
- **Advisory firms and PE-backed consolidators** who want their best thinking visible across the team, in each adviser's own voice, without compliance exposure.

Primary wedge: UK financial advice. Active expansion into recruitment and wider professional services.

PRICING

TIER	PRICE	SCOPE
Individual — earlybird	£99.99 / mo	First 100 subscribers; rate locked while subscription stays active
Individual — standard	£149.99 / mo	After the first 100
Firm Starter	£850 / mo	Up to 5 seats. Branded firm workspace, team visibility, compliance policy built into onboarding
Firm Boutique	£2,000 / mo	Up to 15 advisers. 90-day charter, structured rollout, leadership visibility
Firm Growth / Established / Enterprise	Sized to firm	Boutique core scaled. Rollout sized to the firm

THE FOUNDERS

Harry Sims

CO-FOUNDER · CHARTERED FINANCIAL PLANNER

Eleven years in financial services. Holds the Advanced Diploma in Regulated Financial Planning from the Chartered Insurance Institute. Advises across investments, pensions, complex tax, trusts, and estate planning. First user of Calm Authority — the product is built around the compliance sensitivities and trust dynamics of the advisory profession, not retro-fitted to them.

Jayme Baggio

CO-FOUNDER · STRATEGY & PRODUCT

Twelve years across media, brand-building, and practical AI. Has worked with brands including Channel 4, BBC Studios, Google, Coca-Cola, HSBC, M&S, National Lottery, and Nestlé, and with production companies including Banijay and All3Media. Built the tone-of-voice mapping system at the core of Calm Authority. Leads product strategy.

PROOF POINTS

- **+527% impressions in 28 days.** One adviser, same audience: 48,000 to 301,314 impressions. Top single post reached 93,704. Viewers included EY, Deloitte, PwC, and HSBC.
Harry Sims, founding user
- **£20,000 initial fees + £18,000 ongoing annual revenue** from two inbound LinkedIn enquiries in a single month — roughly 44x the cost of a Firm Starter licence.
- **52 inbound leads in six months.** One IFA, posting consistently. 60% from direct messages, 40% from prospects reaching out directly.
Harry Gallow
- **Two to three client meetings per week, sustained.** "A great tool for building my personal brand."
Nicola Podda DipPFS

RECENT

The Adviser Visibility Study

A 90-day measurement of twelve junior advisers — one nominated by each of twelve leading UK advice firms — publishing three posts a week in their own voice, supported by Calm Authority. Findings published exclusively with **Money Marketing**. Wider analysis by the **Financial Times**.

NOMINATIONS CLOSE 9 MAY 2026 · COHORT CAPPED AT TWELVE · FINDINGS DUE AUGUST 2026

COMPLIANCE AND EDITORIAL CONTROL

Calm Authority is a writing assistant. Every post is reviewed and published manually by the adviser. Standard FCA promotional rules apply. Calm Authority operates inside firm policies, not around them.

FEATURED IN



BOILERPLATE – FOR CITATION

Calm Authority is a LinkedIn writing system for UK financial advisers. It maps each adviser's real writing voice from samples, surfaces relevant weekly angles, and generates publish-ready drafts the adviser edits and posts manually. Built in 2025 by Harry Sims, a Chartered Financial Planner with eleven years in financial services, and Jayme Baggio, a content and systems strategist. Live at calmauthority.ai.