



Simon Cripps

Smart Cow Marketing • My Voice Agent

BNI GAINS PROFILE 2026



AI-driven marketing,
lead generation &
smart voice automation



Goals • Accomplishments
Interests • Networks • Skills



JOHN FISHER
OLD BOYS



GOALS

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Business Goals

- Continue growing Smart Cow Marketing as a respected AI-driven digital marketing agency.
- Grow [MyVoiceAgent.co.uk](https://www.myvoiceagent.co.uk) for businesses that miss calls or need help qualifying leads and booking appointments.
- Help businesses use AI, websites, SEO and Google Ads more effectively across sales and marketing.



Financial Goals

- Build a strong, profitable and scalable business.
- Create long-term financial security and future flexibility.



Life Goals

- Stay healthy and active, and enjoy quality time with family and friends.
- Travel, enjoy major rugby events including British Lions tours, keep up walking, and take up padel in 2026.
- Keep learning about AI, technology and world politics.



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OLD BOYS**

ACCOMPLISHMENTS

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Business Accomplishments

- Built and run Smart Cow Marketing, helping businesses with websites, SEO, Google Ads, lead generation and digital marketing strategy.
- Worked as an IT Programme Manager at Royal Bank of Scotland, delivering major programmes including the world's first online life insurance platform.
- Set up AcVita Ltd, including Smart Cow Marketing, App.SmartCow.co.uk and My Voice Agent.
- Helped set up Purley BID, supporting local business and community development.
- Developed My Voice Agent, bringing AI, automation and marketing together.



Personal Accomplishments

- Married for 32+ years with two great children.
- Played rugby into my 50s and enjoyed many tours and lifelong friendships.
- Completed the London Marathon, a 50km walk and the Three Peaks.
- Completed a thesis on notational analysis of Rugby Union.
- Helped set up "The Long Good Friday".
- Vice Chair of the John Fisher Old Boys, supporting community and sports facilities.

INTERESTS

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Business Interests

- Helping businesses grow through better marketing, better systems and smarter use of technology.
- AI, automation, digital marketing, websites, SEO, Google Ads, lead generation and customer follow-up.
- Working with ambitious business owners who want growth but need practical support.



Personal Interests

- Walking and keeping active.
- World politics and current affairs.
- AI and its impact on business, jobs and society.
- Rugby, sport and old friendships.
- Music, films, gardening and socialising.
- Family, friends and supporting the John Fisher Old Boys network.



NETWORKS

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Strong connections. Shared values.
Creating **opportunities** and delivering **results**.



Business Networks

- BNI.
- Smart Cow clients and contacts.
- Croydon Professionals.
- Business Junction.
- City Professionals.
- Purley BID contacts (178 businesses).
- Local business owners in Croydon, Purley, Sutton, Surrey, London and the South East.
- Gatwick Diamond and wider business networks.



Personal Networks

- John Fisher Old Boys.
- Rugby old boys and former teammates.
- Friends and family network.
- Local community contacts.
- Walking, sport and social connections.



JOHN FISHER
OLD BOYS



SKILLS

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Business Skills

- Digital marketing strategy.
- Website design and development.
- SEO.
- Google Ads and paid search.
- Lead generation.
- AI automation.
- AI voice agents and call-handling automation.
- CRM and follow-up systems.
- Marketing campaign planning.
- Turning enquiries into appointments and sales.
- Understanding both technical and commercial sides of business.
- Explaining technology in plain English.
- Creating practical ideas and implementing them.



Personal Skills

- Building relationships.
- Listening and understanding what people need.
- Connecting people.
- Humour and energy.
- Problem-solving.
- Supporting groups and communities.
- Being practical, straightforward and honest.

REFERRAL PROMPTS

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Listen Out For

- “My website doesn’t generate leads.”
- “We tried Google Ads and it didn’t work.”
- “We are spending money on marketing but not getting enough enquiries.”
- “We miss calls when we’re busy.”
- “We lose enquiries because we cannot answer the phone.”
- “We need someone to handle calls or book appointments.”
- “We want to use AI but don’t know where to start.”
- “We are growing and need better marketing support.”
- “We need a better system for following up leads.”



How to Introduce Simon

“ Have you spoken to Simon at **Smart Cow**? He helps businesses generate better quality leads through websites, Google Ads, SEO and AI automation. He also has a product called **My Voice Agent** that can answer calls, capture enquiries and book appointments when you are busy or unavailable. ”



TARGET MARKETS & IDEAL REFERRALS



TARGET MARKETS

- Business-to-business firms.
- Accountants and professional services.
- Trades and construction businesses.
- Estate agents and property businesses.
- Clinics, dentists, healthcare and wellness businesses.
- Restaurants, salons and local service businesses.
- Companies with 3–25 staff that want to grow but do not have a full internal marketing team.
- Businesses in London, Croydon, Sutton, Surrey and the South East.



IDEAL REFERRALS



BREAD & BUTTER

A business that needs a new website or wants its current website to generate more enquiries.



CREAM

A business that wants a managed marketing campaign including Google Ads, SEO, landing pages and lead follow-up.



DREAM

A growing business that wants to outsource marketing and implement AI across lead generation, call answering, follow-up and appointment booking.



ONE-LINE REFERRAL ASK

“Who do you know who relies on phone enquiries but sometimes misses calls when they are busy, closed or on-site?”

