

THE FIRST 5 CLIENTS KIT

Five free moves, with word-for-word scripts, to land your first five clients

You do not need a big audience to get clients. You need five real conversations with the right people. Run one move a day for five days, use the scripts below word for word, and fill every [BRACKET] with your own details. Keep a simple tally: conversations started, replies, calls booked, clients signed.

THE 5-DAY PLAN

- Day 1, Move 1: message ten people you already know.
- Day 2, Move 2: join two Facebook groups and answer five questions for free.
- Day 3, Move 3: send twenty emails to a verified list.
- Day 4, Move 4: build one free sample, then show it to five businesses.
- Day 5, Move 5: follow up with everyone, and ask every yes for two referrals.

MOVE 1 – ASK YOUR CIRCLE

SCRIPT 1

Message to people you know

Hey [NAME], quick one. I am helping [WHO YOU HELP] with [RESULT YOU DELIVER]. Do you know anyone who [PROBLEM THEY HAVE]? If you do, I would love a quick intro, and I am happy to return the favor. [YOUR NAME]

- Ten messages, one person at a time. Do not post it on your feed.
- Ask who they know, not whether they will buy. People say yes to introductions.

MOVE 2 – GO WHERE THEY ARE

SCRIPT 2

A helpful answer in a Facebook group

Great question, [NAME]. Here is what I would do: [STEP 1], then [STEP 2], and check [ONE THING]. That usually fixes it. If you want, send me yours and I will tell you exactly what I would change.

- Join two groups where your BUYERS ask questions, not groups full of other freelancers.
- Answer five questions a day with real steps. Never drop a link in the thread.
- When someone says thanks, move to a private message and offer to look at theirs.

MOVE 3 – EMAIL A VERIFIED LIST

SCRIPT 3A

Cold email, first message

Subject: quick question about [THEIR BUSINESS]. Hi [FIRST NAME], I looked at [THEIR BUSINESS] and noticed [ONE SPECIFIC THING]. I help [TYPE OF BUSINESS] get [RESULT]. Would it be useful if I sent you [A FREE SAMPLE OR A QUICK IDEA]? [YOUR NAME]

SCRIPT 3B

Follow-up after three days

Hi [FIRST NAME], bumping this in case it got buried. I am still happy to send [THE FREE SAMPLE OR IDEA]. If it is not a fit, just say so and I will stop. [YOUR NAME]

- Twenty a day, not two hundred. One question per email. No attachments and no links in the first email.
- Verify every address first so bounces do not hurt your sender reputation. EmailClik.com verifies free.
- Stop after the second follow-up. Move on to the next twenty.

MOVE 4 – GIVE A FREE SAMPLE

SCRIPT 4

Offer the sample

I put together [THE SAMPLE] for [THEIR BUSINESS]. It took me thirty minutes and it is yours either way. Want me to send it over? [YOUR NAME]

- Website design: a one-page mock-up of their homepage.
- Social media: one week of posts in their style.
- Ads: three ad concepts with headlines.
- Lead generation: ten verified contacts in their niche.
- Build one sample, then show it to five businesses. Keep each one under thirty minutes.

MOVE 5 – ASK FOR REFERRALS

SCRIPT 5

The referral ask

Thank you, [NAME]. I am glad it worked out. Who are two people you know who need the same thing? If you send me their names I will reach out and mention you.

- Ask the moment they say yes, while they are happy. Not three months later.

THREE OBJECTIONS, THREE ANSWERS

- "How much is it?" Most clients invest [PRICE RANGE]. I can give you an exact number after a quick call.
- "I need to think about it." Totally fair. What would you need to see to feel good about it? I can send that today.
- "I already have someone." Great, I am not asking you to switch. If you ever want a second opinion, I will share one idea for free.

Weekly scoreboard: Talked to ____ Replies ____ Calls ____ Clients ____

Don't want to hunt for who to contact?

- I sell ready-made lists of businesses to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: skool.com/unlimitedleads
- Verify the emails first: EmailClik.com (free version)