

GET A STARTER CLIENT



Why A Starter Client?

- ✗ Your biggest disadvantage: You have no experience or credibility. You will be ignored by big brands.
- ✓ Your biggest advantage you are a brand new student and have time and cheat codes to overdeliver

Your Objective

- Find a starter client you can help get a desirable result
- You want the testimonial/case study above all to establish your credibility
- You should also GET PAID





How will you find your first client?

USE WHAT YOU'VE GOT

- **Network.** You're the only digital marketer in your network.
- **Local Area.** You can be a real local person not just a DM or email.
- **You are a student.** People are kind to students.

Let's Get You All A Client Right Now

- Make a copy of [this](#) spreadsheet
- Start filling out the list
- Put at least 10 people on the list right now
- **Business owners at the top of the list if possible,**
(Your boss, you parent's boss, your friend who runs an online store, your uncle, etc)
- **After that prioritize adults who have careers, after that random friends.**





Warm Outreach

- **Reach out and connect like a normal human**
- **Ask about them, be genuinely interested**
Especially if you know they have just done something interesting
- **When they ask about you, hit them with this exact script**
- *"I've just started training to become a digital marketing consultant, I think its the way forward for me. But before I start charging, I'm looking to get some free/internship experience and earn some good testimonials*

Do you think any of your friends would like me to [insert dream outcome, ie grow their social media accounts] for their business over the next couple of months for free as sort of an intern using all of the new digital marketing tactics I'm learning?"

Common Fears and Mistakes

- "I don't know any business owners"
- "I don't know how to do XYZ copywriting skill yet"
- "I don't want my family to know...."



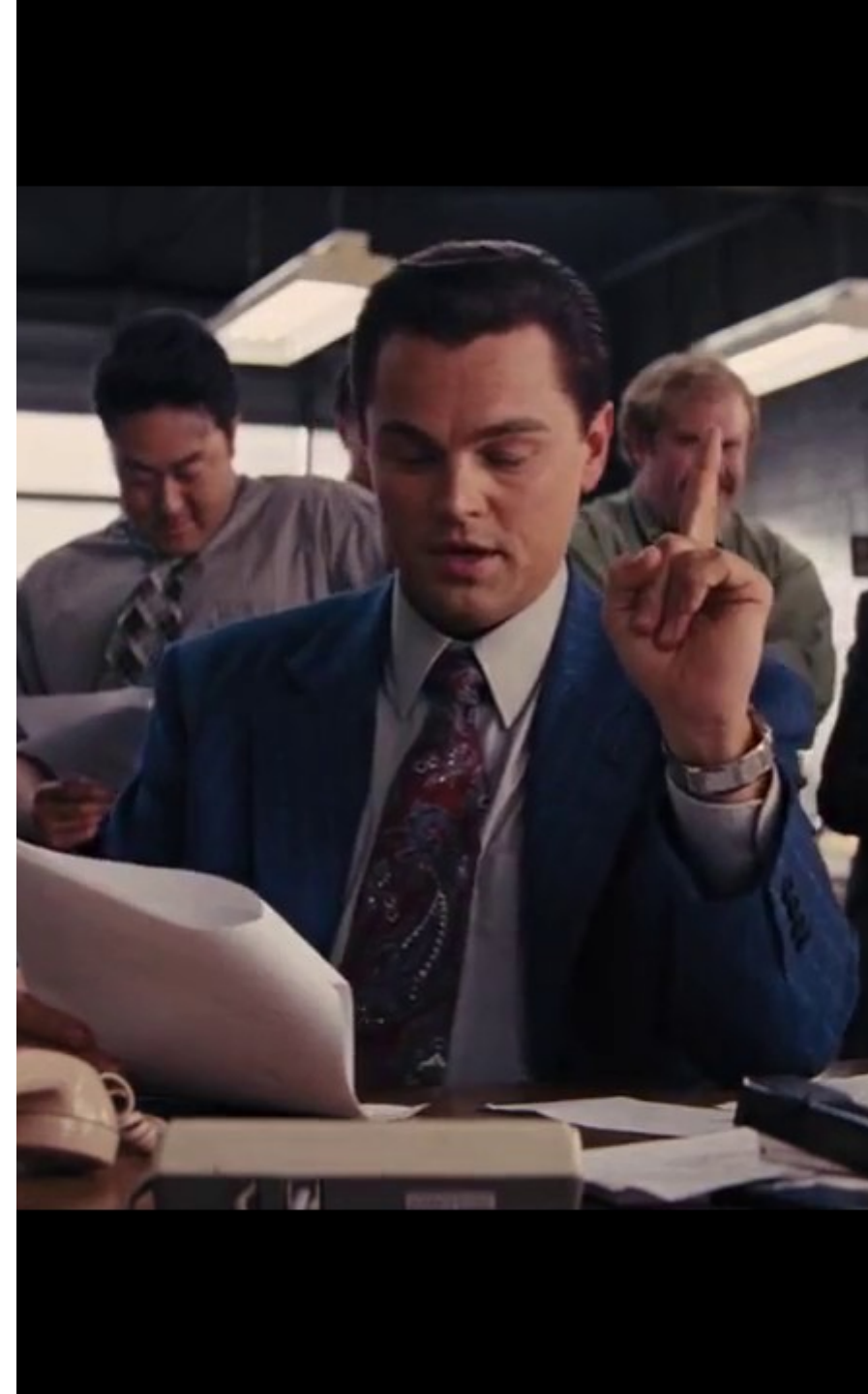
Things to do **BEFORE** you have the sales call

- Don't call it a sales call
- Do a Top Player funnel breakdown for a couple successful companies in the space
- Look over their online marketing presence and compare to the otp player
- Don't get too fixed on specific project ideas just yet
- **PREP YOURSELF EMOTIONALLY**



How to run the sales call

- 1** *Dress professionally (within reason), hold your head high, steady your emotions*
- 2** **Connect like humans**
- 3** **Situation questions**
Story of their businesss
How are you primarily getting new customers now?
- 4** **Problem questions**
What goals do you have for growing your business? What has kept you from hitting them?
What problems are keeping you from getting more new customers?
- 5** **Implication questions**
What happens if you don't solve X problem?
What does your business look like in 1 year if this problem keeps getting worse
- 6** **Needs payoff questions**
If you can solve this problem how much new business would you earn?
- 7** **Present a solution (can be after first call)**
The funnel improvements or additions they need to get the result



How to know what they need to do to grow?

- They'll tell you
- Each business has weak or missing parts of their funnel
- Some businesses are doing ok but need to test new strategies or new variations to their existing funnel to set new records
- Some businesses are leaving money on the table on the backend



"Discovery Project" -> Upsell

- They might need 32 different things to reach \$100m in sales
- Start with thing number 1, a small chunk
- Tell them it's a way to evaluate you and for you to evaluate them
- "Serves as a benchmark for future business"
- After you crush it for them on this project you'll then pitch them on the remaining 31 things.



Basic Client Mastery Aikido

- **Always have your next call scheduled**
Easier to maintain communi
- **Make sure they understand the revision process ahead of time**
- **Stay high energy, confident, and proactive. Take ownership.**
- **Underpromise, overdeliver.**
- **Sell the dream.**
- **Set an exciting target with them, get paid if you hit it.**



Local Business Outreach

- **Business Types To Avoid: Restaurants, Franchise Stores, Big Manufacturing Plants, MLMs etc**

- **Business Types to Focus on:**

Legal Services: Law firms, especially those specializing in personal injury, family law, and corporate law, often have high margins and substantial marketing budgets.

Healthcare Services: Dental practices, cosmetic surgeons, and specialty clinics (e.g., dermatology, orthopedics) typically have high margins and a need to attract new patients.

Real Estate: Real estate agencies and individual agents benefit greatly from digital marketing to attract buyers and sellers.

Home Improvement Services: Companies offering services such as roofing, HVAC, plumbing, and electrical work often have high margins and need effective marketing to generate leads.

Financial Services: Accountants, financial advisors, and tax preparation services have high margins and require strong online presence to attract clients.

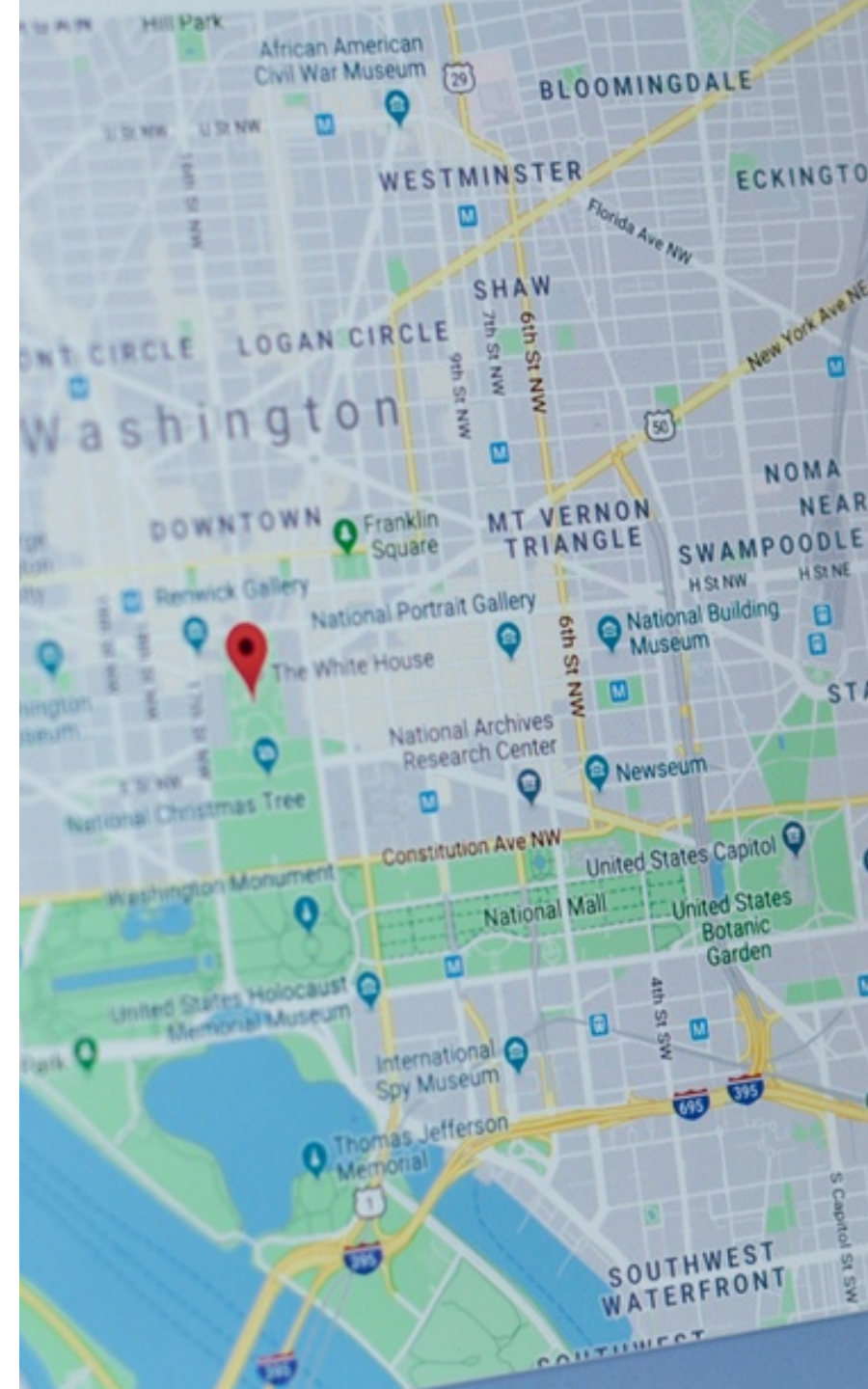
Luxury Goods and Services: High-end retail stores, luxury car dealerships, and bespoke service providers often have substantial budgets for digital marketing to reach their affluent target audience.

Education and Training: Private tutors, coaching centers, and professional training providers have high margins and benefit from digital marketing to attract students.

Personal Care and Beauty Services: Spas, salons, and cosmetic clinics often have high margins and rely heavily on local clientele, making them ideal for targeted digital marketing campaigns.

Specialty Retail Stores: Stores specializing in niche markets (e.g., gourmet foods, high-end electronics, bespoke furniture) usually have higher profit margins and need digital marketing to reach their specific customer base.

Event Planning and Catering: Businesses in the event planning, wedding services, and catering sectors have high margins and benefit from online visibility and customer reviews.



Cheat Codes To Crush Your Project

- **Go through the Top Player analysis and Winners Writing Process**
View course material from Level 3 and Tao Of Marketing
- **Create your own draft**
- **USE THE AI LESSONS TO GENERATE COPY BASED ON YOUR OUTLINE IF NEEDED**
- **Get feedback on both your funnel strategy and the actual copy you write from the campus before you send it to your client**