

**Problem :** I don't have a client

**Ideas :**

- cold calls => hammer the phone until I get someone interested in working with me. (call business owners or people selling a product or service)
- warm outreach => go talk to business owners directly.
- cold outreach on Twitter via DMs
- Ask neighbors if they own a business.
- Ask friends.

**Realism and critic process :**

- cold call seems a good choice since I can do it from home and doesn't take much time.
- warm outreach is realistic however limited due my geographical localisation. I'm in a small town => very few businesses.
- via Twitter would be the best once I've got some testimonials, as it would allow me to be more credible.
- Ask neighbors however I barely see them. Worth trying but don't expect much.
- Ask friends. Already done and I might land a client but it's still on standby since this person is a client of a friend of my friend.

Basically, it all comes back to my plan : practice writing, grow my account on Twitter and outreach to people.

