

This is a document that to my knowledge explains the route of getting a client and the work you can do for the client

First - Outreach, sending emails to the client to agree on a sales call and taking it further

When you are reaching out to a client, you have to send a small amount of emails, but they have to be high quality, they should be personalized to the point where only you and the client can understand what you are talking about. This ensures high quality outreach thus, higher probability of getting clients. If they are not interested, leave them be, you should have an “abundance” mindset, meaning you have other clients to get to, so this one client does not affect you that much.

Secondly - Sales call

Here you are going to arrange a sales call with the client who was interested in your offer, and after arranging the sales call, you are going to discuss the business, what the dream state is, how you can HELP him get there and maybe discuss the work you can do for him and the payment plan.

Thirdly - Short Form Copy, Here you have a client, and hopefully he has a customer list for you to work with.

In this part, you are going to sell the click, not the product. Here you are going to make them conscious of the business, so that in the future when they get to know the business they can opt in through the opt in page and receive mails etc.

For the fourth - Opt in pages, Here you are going to create opt in pages

In this section you are going to create opt-in pages, elements from DIC and other short form copy frameworks are applicable, to make them “opt in” for your client's business. could also be counted as a short form copy due to its purpose. Where the purpose is to make them sign up for the business and funnel them further down to the landing page / sales page i.e long form copy.

For the fifth - Long Form Copy,

Here you are going to write a long form copy where you will sell the product, here the customers will buy it and be sent to the sales page so that they can order it.

This is like a main things you can do, you can also include stuff like;

- Email sequences
- Consulting
- Funnels
- Website creation
- SEO
- Social media account management.