

FREELANCER GUIDE

# The Freelancer's AI Toolkit

Win more clients, deliver faster, and automate the boring stuff with  
AI-powered workflows

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## The Freelancer’s AI Toolkit

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### CHAPTER 01

## 50+ Prompts to Win Clients and Ship Faster

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**Stop staring at blank screens.** Whether you're drafting a proposal at midnight, chasing an invoice, or trying to sound professional when a client ghosts you — this toolkit has the prompt for it. Copy, paste, customise, send. Get back to the work that actually pays.

## CHAPTER 02

# How to Use This Toolkit

Each prompt in this guide follows the same format:

- 1 **The Prompt** — Copy it directly into ChatGPT, Claude, or any AI assistant.
- 2 **Why It Works** — A brief explanation of the strategy behind it.
- 3 **Example Output** — What you can expect (and tweak) before sending.

### ► Tips for Best Results

- **Fill in the** [brackets] with your specific details before submitting.
- **Iterate** — The first output is a draft. Ask the AI to refine tone, length, or focus.
- **Add your voice** — These prompts produce professional starting points. Your personality makes them land.
- **Stack prompts** — Use a proposal prompt, then a follow-up prompt, then a scope prompt. They're designed to work together.

## CHAPTER 03

# Client Proposals

*Win the gig before the call even happens.*

### ► Prompt 01 — The Tailored Proposal

### **Prompt:**

Write a project proposal for a freelance [your role, e.g. web designer] responding to this brief: [paste the client's brief or job description]. The proposal should be no longer than 400 words, demonstrate that I understand their problem, outline my approach in 3–4 clear phases, mention a relevant past project, and end with a confident but non-pushy call to action. Tone: professional, warm, concise. British English.

**Why It Works:** Clients skim proposals. This prompt forces structure — problem recognition, phased approach, proof of competence, and a clear next step — which mirrors how winning proposals are written by top freelancers. The word limit keeps it tight.

### **Example Output:**

Hi Sarah,

Thanks for sharing the brief — it's clear you need more than a redesign; you need a site that actually converts visitors into booked consultations.

Here's how I'd approach it:

**Phase 1 — Discovery & Audit (Week 1):** I'll review your current analytics, competitor sites, and booking flow to identify exactly where visitors drop off.

**Phase 2 — Design & Prototype (Weeks 2–3):** I'll create a clean, mobile-first design with a streamlined booking journey. You'll see interactive prototypes before any code is written.

**Phase 3 — Build & Test (Weeks 3–4):** Development in WordPress with your preferred booking plugin, followed by cross-browser testing and a soft launch.

**Phase 4 — Handover & Support (Week 5):** Full training session, documentation, and 30 days of post-launch support included.

Last year I did something similar for a physiotherapy clinic in Bristol — their online bookings increased by 40% within six weeks of launch. Happy to share that case study.

Shall we jump on a 20-minute call this week to talk specifics? I'm free Thursday or Friday afternoon.

Best, Alex

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## ► Prompt 02 — The Quick-Fire Upwork/Fiverr Response

**Prompt:**

Write a concise response (under 150 words) to this freelancing platform job post: `[paste job post]`. I'm a `[your role]` with `[X years]` of experience. Reference something specific from their post to show I've actually read it. Include one relevant result from a past project. End with a question that starts a conversation. Avoid generic phrases like "I'm the perfect fit." British English.

**Why It Works:** On crowded platforms, the first 20 words decide whether a client reads on. This prompt forces specificity — referencing their post proves you're not copy-pasting, a result builds credibility, and a closing question creates dialogue.

**Example Output:**

*Hi — I noticed you mentioned needing the brand to work across both print menus and Instagram. That's a specific challenge I've solved before: last quarter I designed a visual identity for a street-food brand that scaled from a 6x4 flyer to Reels templates without losing impact.*

*I've got 5 years in hospitality branding specifically, so I understand the constraints (tight budgets, fast turnarounds, owners who want "modern but not too modern").*

*Quick question: do you already have a colour palette in mind, or is that part of the brief too?*

## ► Prompt 03 — The Value-First Proposal (No Price Yet)

**Prompt:**

Write a proposal email for a `[project type]` project for `[client type/industry]`. Focus entirely on the value and outcomes I'll deliver — don't mention price. Structure it as: (1) restate their goal in my own words, (2) explain what success looks like, (3) outline my process in plain language, (4) suggest a next step. Keep it under 300 words. Tone: confident, knowledgeable, human. British English.

**Why It Works:** Leading with value instead of cost reframes the conversation. When clients evaluate you on outcomes first, the pricing discussion that follows has a completely different dynamic — you're negotiating from a position of demonstrated understanding, not competing on hourly rate.

**Example Output:**

Hi Tom,

If I've understood correctly, the goal here is straightforward: your SaaS landing page needs to turn more free-trial signups into paying customers. Right now, people are signing up but not converting — so the page is doing half its job.

Success would look like a landing page that clearly communicates your product's value in under 10 seconds, addresses the most common objections, and makes the upgrade path feel obvious rather than salesy.

Here's how I'd get there:

First, I'd review your existing page data and speak with a few of your customers to understand why they did convert — that language becomes the foundation. Then I'd write a new page structure with headline variants we can test. Finally, I'd deliver polished copy with notes on layout and CTA placement so your designer can implement without guesswork.

Want to set up a quick call to walk through the current page together? I'll come with initial observations — no charge, no obligation.

Cheers, Jordan

## ► Prompt 04 — The Retainer Pitch

### **Prompt:**

I've completed a one-off project for a client ( *[brief description of the project]* ). Write an email proposing an ongoing retainer arrangement. Frame it around the value of consistency and continuity — why bringing someone new in every time costs them more. Suggest 2–3 retainer tiers (light, standard, premium) without specifying exact prices — just describe what each tier includes. Keep it friendly and low-pressure. Under 350 words. British English.

**Why It Works:** The moment after a successful delivery is the highest-trust point in a client relationship. This prompt capitalises on that goodwill and frames ongoing work as a smart business decision for them, not just more revenue for you.

### **Example Output:**

Hi Rachel,

Really pleased with how the brand refresh turned out — your team's feedback was great to hear.

Now that the foundations are in place, I wanted to float an idea: rather than briefing a new designer (or re-briefing me) every time something comes up, we could set up a simple retainer. It means I stay across your brand, turnaround is faster, and you always have a designer on call without the overhead of hiring.

Here's what that could look like:

**Light** — A set number of hours per month for ad-hoc tasks: social graphics, minor website tweaks, quick mockups.

**Standard** — Everything in Light, plus one larger deliverable per month (campaign asset, presentation template, landing page design).

**Premium** — A dedicated day each week. I'd essentially function as your in-house designer without the salary, pension, and desk space.

Unused hours roll over for one month, and you can adjust tiers with 30 days' notice — no lock-in.

Worth a conversation? Happy to put together a proper proposal if any of these tiers sound about right.

Best, Alex

## ► Prompt 05 — The “I’m Booked But Let’s Talk” Response

### **Prompt:**

A potential client has reached out about a [project type] project, but I'm fully booked for the next [X weeks]. Write a reply that: (1) shows genuine interest, (2) explains my availability honestly, (3) positions the wait as a sign of quality not a drawback, (4) offers to pencil them in or schedule a discovery call for when I'm free. Warm, professional, confident. Under 200 words. British English.

**Why It Works:** Scarcity signals quality. Instead of apologising or turning work away, this reframes your full schedule as a positive signal and keeps the lead warm.

### **Example Output:**

Hi Priya,

Thanks so much for getting in touch — this sounds like a brilliant project and right in my wheelhouse.

I want to be upfront: I'm fully committed to current clients until mid-March. I could have tried to squeeze you in, but I'd rather give your project the attention it deserves.

If the timeline works, I'd love to pencil you in for a late-March start. I'm happy to do a discovery call in the next week or two so we can hit the ground running when the time comes.

Would that work for you?

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## ► Prompt 06 — The Competitive Differentiator Proposal

### **Prompt:**

I'm a `[your role]` competing against cheaper freelancers for a `[project type]` project. Write a proposal section (200 words) that differentiates me on quality and process without badmouthing competitors. Focus on what the client risks by going cheap (rework, miscommunication, missed deadlines) and what they gain by investing properly (a single point of contact, strategic thinking, fewer revision rounds). British English.

**Why It Works:** You never win by saying others are bad — you win by making the cost of cheap obvious. This prompt articulates the hidden expenses of bargain freelancers without being unprofessional.

### **Example Output:**

You'll find designers who quote lower — that's the reality of a global marketplace. What's worth considering is what that price includes and what it doesn't.

When I take on a project, you get a single point of contact who understands your market, asks the right questions upfront, and delivers work that rarely needs more than one round of revisions. That saves you something more valuable than the fee difference: your time.

In my experience, the projects that cost clients the most aren't the ones with higher quotes — they're the ones that go through three freelancers, six revision rounds, and still don't quite land. I'd rather we get it right once.

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## ► Prompt 07 — The Post-Call Proposal Follow-Up

**Prompt:**

I've just had a discovery call with a potential client about a `[project type]` project. Here are my notes from the call: `[paste your notes]`. Write a follow-up email that: (1) thanks them for their time, (2) summarises the key points we discussed (to show I was listening), (3) outlines the agreed next steps, (4) attaches a timeline. Professional but human. Under 300 words. British English.

**Why It Works:** The follow-up email is where most freelancers drop the ball. A well-structured summary builds confidence, reduces misunderstandings, and demonstrates professionalism before the project even starts.

**Example Output:**

Hi Marcus,

Thanks for the call earlier — really useful to hear the thinking behind the rebrand.

Just to capture what we discussed:

- The primary goal is repositioning the brand for a younger demographic (25–35) without alienating your existing customer base.
- You'd like to keep the existing colour palette but are open to modernising the typography and logo mark.
- The deliverables are: updated logo suite, brand guidelines document, and social media templates.
- Budget is in the range we discussed, and you'd like to launch by end of April.

**Next steps:** 1. I'll send over a formal proposal and quote by Thursday. 2. Once approved, we'll kick off with a brand audit and mood board session.

If I've missed anything or got the wrong end of the stick on any of the above, just shout.

Speak soon, Sam

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CHAPTER 04

## Project Scoping

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Define the work before the work defines you.

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## ► Prompt 08 — The Scope Clarifier

### **Prompt:**

*A client has sent me this project brief: [paste brief] . It's vague in several areas. Write a friendly email asking 5–7 clarifying questions that will help me scope the project properly. Questions should cover: goals/success metrics, audience, deliverables, timeline, budget range, existing assets, and decision-making process. Frame them as helpful curiosity, not interrogation. Under 250 words. British English.*

**Why It Works:** Vague briefs create scope creep. Asking the right questions early positions you as thorough and experienced — and protects both sides from mid-project surprises.

### **Example Output:**

*Hi Laura,*

*Thanks for the brief — excited about this one. Before I put together a proposal, a few quick questions to make sure I'm on the right track:*

- 1 What does success look like for this project? Is there a specific metric you're hoping to move (traffic, conversions, sign-ups)?*
- 2 Who's the primary audience? Any personas or customer profiles I should review?*
- 3 Are there any existing brand assets (logos, fonts, colour codes, style guides) I should work with?*
- 4 What's the ideal launch date? Is there a hard deadline or is there some flexibility?*
- 5 Do you have a budget range in mind? Even a ballpark helps me tailor the approach.*
- 6 Who's the final decision-maker on approvals? Will I be working with you directly or is there a wider team?*
- 7 Are there any examples of competitors or brands whose approach you admire?*

*Happy to jump on a quick call if that's easier — otherwise, bullet-point answers are perfect.*

*Cheers, Taylor*

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## ► Prompt 09 — The Scope of Work Document Generator

**Prompt:**

Generate a detailed Scope of Work (SOW) document for a `[project type]` project. Client: `[client name/company]`. My role: `[your role]`. Key details: `[paste any notes, brief, or call summary]`. The SOW should include: project overview, objectives, deliverables (with descriptions), timeline/milestones, revision policy (include `[X]` rounds), out-of-scope items, assumptions, and sign-off section. Professional formatting. British English.

**Why It Works:** A clear SOW is your single best defence against scope creep, payment disputes, and “but I thought it included...” conversations. This prompt generates one in minutes instead of hours.

**Example Output:**



CHAPTER 05

# Scope of Work

**Project:** Website Redesign for Greenleaf Interiors **Prepared by:** Jamie Chen, Freelance Web Designer **Date:** 3 February 2026

► 1. Project Overview

Greenleaf Interiors requires a full redesign of their existing WordPress website to better reflect their premium positioning, improve mobile usability, and increase enquiry form submissions.

► 2. Objectives

- Modernise the visual design to align with updated brand guidelines
- Improve mobile responsiveness and page load speed
- Increase enquiry form conversion rate by at least 20%

► 3. Deliverables

#	DELIVERABLE	DESCRIPTION
1	Homepage design	Desktop and mobile mockup

#	DELIVERABLE	DESCRIPTION
2	Interior pages (×5)	Services, Portfolio, About, Contact, Blog
3	WordPress development	Fully functional theme build
4	Content migration	Transfer existing content to new templates
5	Launch support	2 weeks post-launch bug fixes

#### ► 4. Timeline

PHASE	DURATION	DATES
Discovery & audit	1 week	10–14 Feb
Design	2 weeks	17–28 Feb
Development	2 weeks	3–14 Mar
Testing & launch	1 week	17–21 Mar

#### ► 5. Revision Policy

Two rounds of revisions are included per deliverable. Additional revision rounds will be billed at my standard day rate.

#### ► 6. Out of Scope

- Copywriting (client to provide all final copy)
- Photography or stock image sourcing
- SEO audit or ongoing SEO services
- E-commerce functionality

#### ► 7. Assumptions

- Client will provide feedback within 3 business days of each deliverable
- Hosting environment will be provided by the client
- Content will be supplied in final form before development begins

## ► 8. Sign-Off

By signing below, both parties agree to the scope outlined in this document.

Client: \_\_\_\_\_ Date: \_\_\_\_\_

Freelancer: \_\_\_\_\_ Date: \_\_\_\_\_

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## ► Prompt 10 — The “Is This In Scope?” Evaluator

### **Prompt:**

My client has asked for *[describe the additional request]*. The original scope of the project was: *[briefly describe agreed scope]*. Help me evaluate whether this request is in scope or out of scope. If out of scope, write a polite but firm email explaining that it falls outside the original agreement and offering two options: (1) add it as a paid addition, or (2) defer it to a Phase 2. Keep the tone warm — I want to keep the relationship. Under 200 words. British English.

**Why It Works:** Scope creep is the silent killer of freelance profitability. This prompt gives you the language to enforce boundaries without damaging the relationship — the hardest skill in freelancing.

### **Example Output:**

Hi Chris,

Thanks for the idea — I can see why you'd want that feature.

Just to flag: the animated hero section wasn't part of our original scope (we agreed on a static design with a single CTA). I want to make sure I deliver everything we've planned to a high standard, so I'd rather not squeeze it in and risk quality.

Two options:

- 1 Add it now** — I can scope the animation work separately and add it to the current invoice. I'd estimate an additional day's work.
- 2 Phase 2** — We launch as planned and revisit the animation as a quick follow-up project. This keeps us on timeline.

Either works for me — what feels right to you?

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## ► Prompt 11 — The Requirements Gathering Questionnaire

### **Prompt:**

Create a client requirements questionnaire for a `[project type]` project. Include 10–15 questions covering: business context, target audience, functional requirements, design preferences, technical constraints, content readiness, success criteria, budget, and timeline. Format as a clean, numbered list the client can fill in. Add a brief intro explaining why these questions matter. British English.

**Why It Works:** Sending a structured questionnaire immediately signals professionalism and saves hours of back-and-forth emails. Clients appreciate the clarity.

### **Example Output:**

## CHAPTER 06

# Project Requirements Questionnaire

*These questions help me understand your project fully before I start. The more detail you can provide, the more accurate my proposal and the smoother the process. Don't worry about perfect answers — bullet points and rough thoughts are perfectly fine.*

- 1 What does your business do, and who are your customers?
- 2 What problem is this project solving? What's not working currently?
- 3 Who is the primary audience for this [website/app/design]?
- 4 What are the top 3 things you want a visitor/user to do?
- 5 Are there any brands or competitors whose [website/design] you admire? (Links are helpful.)
- 6 Are there any you actively dislike? What puts you off?
- 7 Do you have existing brand assets (logo, colours, fonts, style guide)?
- 8 Is the content (copy, images, video) ready, or will it need to be created?
- 9 Are there any technical requirements or constraints I should know about (specific platforms, integrations, accessibility standards)?
- 10 What does success look like? How will you measure whether this project worked?
- 11 What's your ideal launch date? Is it fixed or flexible?
- 12 Do you have a budget range in mind?

- 13 Who will be the main point of contact and decision-maker?
- 14 How do you prefer to communicate? (Email, Slack, calls, async video?)
- 15 Is there anything else I should know before scoping this?

► Prompt 12 — The Milestone Breakdown

**Prompt:**

Break this project into milestones with clear deliverables and payment triggers: *[describe the project]*. I want 3–5 milestones. Each milestone should have: a name, description of what's delivered, estimated duration, and a payment percentage (totalling 100%). Format as a clean table. British English.

**Why It Works:** Milestone-based payment protects you from doing 80% of the work before seeing a penny. It also gives clients visibility into progress, which builds trust and reduces “is it done yet?” messages.

**Example Output:**

milestone	deliverable	duration	payment
1. Discovery & Strategy	Research document, sitemap, wireframes	1 week	25%
2. Design	Homepage + 3 interior page mockups (desktop & mobile)	2 weeks	25%
3. Development	Fully built, responsive website on staging	2 weeks	30%
4. Launch & Handover	Live deployment, training session, documentation	1 week	20%

► Prompt 13 — The Assumption Log

**Prompt:**

Based on this project brief: `[paste brief]`, list 8–10 assumptions I'm making that should be confirmed with the client before starting work. Cover areas like: content delivery, feedback timescales, technical environment, approval process, third-party dependencies, and testing responsibilities. Format as a numbered list with a brief explanation of why each assumption matters. British English.

**Why It Works:** Unstated assumptions cause 90% of freelance project disasters. Documenting them upfront forces the conversation that prevents those disasters.

**Example Output:**

- 1 **Content will be supplied by the client** — I'm assuming I won't be writing copy or sourcing images. If this changes, it affects timeline and cost.
- 2 **Feedback will be provided within 3 business days** — Delays in feedback will push the timeline by an equivalent number of days.
- 3 **One decision-maker has final approval** — If multiple stakeholders need to sign off, I'll need to factor in additional revision time.
- 4 **The existing hosting environment supports PHP 8.1+** — If not, we'll need to address infrastructure before development begins.
- 5 **The logo and brand assets are finalised** — I'll be designing around the current brand. A rebrand mid-project would constitute a new scope.

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CHAPTER 07

## Invoicing & Contracts

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*Get paid properly. Every time.*

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► Prompt 14 — The Professional Invoice Email

**Prompt:**

Write an email to accompany an invoice for `[project/milestone name]`. Amount: `[£X]`. Payment terms: `[e.g. 14 days, bank transfer]`. Include: a brief summary of what the invoice covers, the amount, payment details, and a polite note about the payment window. Keep it professional but warm — this is a good client I want to keep. Under 150 words. British English.

**Why It Works:** A well-written invoice email reduces payment delays. Clients are more likely to pay promptly when the email is clear, professional, and makes it easy to process.

**Example Output:**

Hi Nicola,

Please find attached the invoice for the brand identity project (Phase 1: Discovery & Concept Development).

**Invoice #2026-012 Amount:** £2,400 **Due:** 17 February 2026 (14 days) **Payment:** Bank transfer — details on the invoice

This covers the research, mood boards, initial logo concepts, and two rounds of revisions as outlined in our scope document.

If you have any questions or need the invoice in a different format for your accounts team, just let me know.

Thanks for a great collaboration so far — looking forward to Phase 2.

Best, Casey

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► **Prompt 15 — The Polite Payment Reminder**

**Prompt:**

Write a friendly payment reminder email. The invoice ( `[invoice number]` , `[£amount]` ) was due `[X days]` ago. This is the first reminder. Keep it light and assume good intent (they're busy, not dodging). Include the invoice details and offer to resend if needed. Under 120 words. British English.

**Why It Works:** Most late payments aren't malicious — they're forgotten. A warm reminder that assumes the best of the client preserves the relationship while still getting you paid.

**Example Output:**

Hi Daniel,

Just a quick one — invoice #2026-008 (£1,800) was due last Friday and I haven't seen the payment come through yet. Entirely possible it's sitting in someone's inbox or got lost in the shuffle.

Happy to resend the invoice or provide details in a different format if that helps your accounts process.

No rush to reply — just wanted to flag it while it was on my mind.

Cheers, Morgan

## ► Prompt 16 — The Firmer Payment Follow-Up

### **Prompt:**

Write a second payment reminder email. The invoice ( `[invoice number]` , `[£amount]` ) is now `[X days/weeks]` overdue. I've already sent one friendly reminder. This email should be polite but firmer — clearly stating the overdue amount, referencing our payment terms, and noting that I may need to pause ongoing work until the balance is settled. Professional, not aggressive. Under 150 words. British English.

**Why It Works:** Escalation needs to be proportional. This prompt strikes the balance between being taken seriously and maintaining professionalism. Mentioning pausing work adds urgency without threats.

### **Example Output:**

Hi Daniel,

Following up on my previous email — invoice #2026-008 (£1,800) is now 18 days overdue. Our agreed payment terms were 14 days from receipt.

I understand things get busy, but I do need to flag that outstanding invoices affect my ability to continue scheduling work. If the balance isn't settled by Friday 13th February, I'll need to pause the Phase 2 deliverables until it's resolved.

If there's an issue with the invoice or the payment process, I'm happy to sort it out — just let me know.

Thanks, Morgan

## ► Prompt 17 — The Contract Clause Explainer

**Prompt:**

I need to include the following clauses in my freelance contract: *[list clauses, e.g. payment terms, intellectual property transfer, revision limits, cancellation policy, confidentiality, liability]*. Write each clause in plain English that a non-legal client can understand, while still being professionally sound. Use numbered sections. Include brief annotations in *[brackets]* explaining why each clause exists. British English.

**Why It Works:** Contracts written in dense legalese scare clients. Plain-English clauses get signed faster and create fewer misunderstandings. The annotations help clients understand you're protecting both sides.

**Example Output:**

**3. Payment Terms** *[This protects you from late or non-payment]*

3.1 A deposit of 50% of the total project fee is required before work begins. The remaining 50% is due upon delivery of the final deliverables.

3.2 Invoices are payable within 14 days of issue. Late payments will incur a charge of 2% per month on the outstanding amount.

3.3 If payment is more than 30 days overdue, I reserve the right to pause or suspend all work until the balance is cleared.

**4. Intellectual Property** *[This clarifies who owns the work and when]*

4.1 Upon receipt of full and final payment, all intellectual property rights for the agreed deliverables transfer to you. Until payment is received, I retain full ownership.

4.2 I retain the right to display the work in my portfolio and case studies unless we agree otherwise in writing.

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► **Prompt 18 — The Deposit Request Email**

**Prompt:**

Write an email requesting a deposit before starting work on a *[project type]* project. The deposit is *[X%]* of the total fee ( *[£amount]* ). Explain why I require a deposit (standard practice, secures their slot in my schedule) and what happens next once it's received. Keep it matter-of-fact and professional — deposits are normal, not defensive. Under 150 words. British English.

**Why It Works:** Framing the deposit as standard practice (rather than a trust issue) normalises it. Tying it to “securing their slot” adds scarcity and urgency.

## Example Output:

*Hi Rebecca,*

*Great — I'm looking forward to getting started. Before I block out the time in my schedule, I'll need the project deposit of £1,200 (50% of the agreed £2,400 fee).*

*This is standard practice and simply secures your project slot. Once received, I'll confirm your start date and send over the onboarding questionnaire so we can hit the ground running.*

*Invoice attached — payable by bank transfer within 7 days.*

*Any questions, just shout.*

*Cheers, Pat*

## ► Prompt 19 — The Kill Fee / Cancellation Clause Email

### **Prompt:**

*A client wants to cancel a project that's already [X%] complete. Write an email acknowledging the cancellation, referencing the cancellation clause in our agreement (which states [your cancellation terms] ), confirming what they owe, and offering to deliver whatever's been completed so far.*

*Professional, understanding, no guilt-tripping. Under 200 words. British English.*

**Why It Works:** Cancellations happen. Handling them gracefully — with clear reference to agreed terms — protects your income while preserving the relationship for future work.

## Example Output:

*Hi Amir,*

*Thanks for letting me know — I understand that priorities shift, and these things happen.*

*As per our agreement (Section 6: Cancellation), the project is approximately 60% complete, so the cancellation fee of 75% of the total project fee applies. This comes to £3,000.*

*I'll prepare and deliver everything completed to date — the finalised homepage design, the interior page wireframes, and the style guide — so the work isn't lost. Your team or a future designer can pick up from where I left off.*

*I'll send the final invoice this week. No hard feelings at all, and I hope we get to work together again in the future.*

*All the best, Taylor*

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## CHAPTER 08

# Portfolio Descriptions

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*Show your work. Sell your thinking.*

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### ► Prompt 20 — The Case Study Narrative

**Prompt:**

Write a portfolio case study for a `[project type]` project I completed for `[client type]`. Here are the details: `[paste project notes, results, your process]`. Structure it as: The Challenge → The Approach → The Result. Include a compelling one-line hook at the top. Keep it under 300 words. Make the client sound smart for hiring me. British English.

**Why It Works:** Case studies sell future projects more effectively than anything else. This structure (Challenge → Approach → Result) mirrors how decision-makers evaluate vendors, and the “make the client sound smart” angle means clients are more likely to approve you sharing it.

**Example Output:**

***A fintech startup needed to look established. In 3 weeks, we made them look like they'd been around for years.***

### ► **The Challenge**

*Nimblo, a seed-stage payments startup, was heading into investor meetings with a DIY brand identity and a Squarespace site that screamed “we built this over a weekend.” They needed to look credible — fast.*

### ► **The Approach**

*I started with a 90-minute brand workshop to pin down their positioning: technically sophisticated but accessible. From there, I developed a restrained, confident visual identity — dark backgrounds, precise typography, subtle motion — that signalled competence without the corporate stuffiness their competitors defaulted to. The website was a focused, single-page build designed for one job: making investors want to learn more.*

### ► **The Result**

*Nimblo closed their seed round within 6 weeks of launch. Their lead investor specifically mentioned the “professional online presence” as a factor in their decision. The brand system has since scaled across pitch decks, product UI, and marketing collateral.*

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## ► **Prompt 21 — The Quick Portfolio Blurb**

### **Prompt:**

Write a concise portfolio description (60–80 words) for a `[project type]` project. Client: `[name/type]`. Key details: `[what you did and the outcome]`. It should read like a confident caption — not a full case study. Mention the problem, what I did, and the impact in one tight paragraph. British English.

**Why It Works:** Not every project needs a full case study. Short, punchy descriptions work brilliantly for portfolio grids, social media, and CV entries.

**Example Output:**

**Greenleaf Interiors — Website Redesign** *Greenleaf's existing site wasn't converting visitors into enquiries. I redesigned the full experience with a focus on showcasing their portfolio and streamlining the contact journey. Mobile-first, fast-loading, and built on a CMS they can actually update themselves. Enquiry form submissions increased by 35% in the first month post-launch.*

## ► Prompt 22 — The Project Thumbnail Headline

**Prompt:**

Write 5 compelling one-line headlines for a portfolio thumbnail/card for this project: *[describe the project and outcome]*. Each headline should be under 10 words, hook attention, and hint at the result. Mix styles: some outcome-focused, some intriguing, some action-oriented. British English.

**Why It Works:** Portfolio thumbnails live or die on the headline. These punchy options give you choices that stop the scroll and make visitors click through.

**Example Output:**

- 1 "Enquiries up 35%. One redesign."
- 2 "From forgettable to fully booked."
- 3 "The website their competitors wish they'd built."
- 4 "A seed-stage startup that looked Series B."
- 5 "Less pages. More conversions."

## ► Prompt 23 — The Before/After Story

**Prompt:**

Write a before/after portfolio description for a *[project type]* project. Structure it as two short paragraphs: "Before" (the problem, the state of things) and "After" (what I delivered and the result). Use contrasting language to make the transformation vivid. Keep each paragraph under 60 words. British English.

**Why It Works:** Before/after framing is the most compelling storytelling structure in a freelance portfolio. It creates contrast, highlights your impact, and makes the value of your work immediately obvious.

**Example Output:**

**Before:** Hartley & Co's website hadn't been updated since 2019. It was slow, wasn't mobile-friendly, and their contact form was buried three clicks deep. They were losing potential clients to competitors with slicker online presences — and they knew it.

**After:** A clean, modern site that loads in under 2 seconds, looks sharp on every device, and puts the enquiry form front and centre. Within 8 weeks of launch, inbound leads had doubled and bounce rate dropped by 40%.

## ► Prompt 24 — The Services Page Description

**Prompt:**

Write a description for my portfolio's services page. I'm a freelance *[your role]* specialising in *[your specialisms]*. My ideal clients are *[describe them]*. Write 3–4 paragraphs that: (1) speak directly to the client's problems, (2) position my services as the solution, (3) list what I offer in a scannable way, (4) end with a call to action. Confident but approachable. Under 300 words. British English.

**Why It Works:** Most freelance services pages describe skills. The best ones describe problems and solutions. This prompt flips the perspective to put the client's needs first.

**Example Output:**

You've got a business to run. The last thing you need is to spend weeks managing a website project, decoding design jargon, or chasing a freelancer who's gone quiet. You need someone who gets it right the first time and communicates like a human being.

That's where I come in. I design and build websites for small businesses and startups — clean, fast, mobile-first sites that make your customers take you seriously and take action.

**What I do:** - Brand identity and visual design - Website design and development (WordPress, Webflow, Shopify) - Landing pages and conversion optimisation - Ongoing design retainers

Every project starts with a proper conversation. No jargon, no 40-page proposals — just a clear plan, a realistic timeline, and work you'll be proud to show off.

**Ready to talk?** Drop me a message and I'll get back to you within 24 hours.

---

## ► Prompt 25 — The LinkedIn Portfolio Summary

### **Prompt:**

Write a LinkedIn summary for a freelance [your role] with [X years] of experience. Key specialisms: [list them]. Notable clients/results: [list them]. The summary should: open with a hook, explain what I do and for whom, mention 2–3 results, and end with how to get in touch. Avoid corporate jargon. Write as first-person. Under 200 words. British English.

**Why It Works:** Your LinkedIn summary is read by potential clients, recruiters, and collaborators. A punchy, results-focused summary that sounds like a real person outperforms every “passionate creative with a proven track record” cliché.

### **Example Output:**

*I design websites that make small businesses look bigger than they are — in the best possible way.*

*Over the past 7 years, I've worked with startups, agencies, and growing businesses to create digital experiences that look sharp, load fast, and actually convert. Some highlights:*

- Redesigned a fintech startup's site ahead of their seed round — they closed funding 6 weeks later.*
- Built a booking platform for a physiotherapy chain that increased online appointments by 40%. →*

*Created brand identities for 30+ independent businesses across London and the South East.*

*I specialise in WordPress and Webflow, with a focus on clean design, clear messaging, and mobile-first builds.*

*If you need a website that does its job properly, let's talk: alex@example.com*

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## CHAPTER 09

# Cold Outreach

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*Start conversations with people who've never heard of you.*

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## ► Prompt 26 — The Research-Based Cold Email

**Prompt:**

Write a cold outreach email to `[contact name]` at `[company name]`. I'm a freelance `[your role]`. I noticed `[something specific about their business – a recent launch, a problem with their website, a social media post, etc.]`. Write an email that: (1) references what I noticed, (2) briefly explains how I could help, (3) includes one specific, relevant result from my past work, (4) ends with a low-commitment ask (not “let’s jump on a call”). Under 120 words. No flattery. British English.

**Why It Works:** Cold emails that reference something specific about the recipient get 3x higher response rates than generic templates. The low-commitment CTA (“Would it be useful if I...” ) removes friction.

**Example Output:**

Subject: Quick thought on your new product page

Hi Jess,

I saw you launched the new subscription tier last week — congrats. I had a quick look at the landing page and noticed the pricing section might be creating some friction: the three tiers look quite similar at a glance, which can slow down decision-making.

I recently restructured a pricing page for a SaaS client in a similar space — their conversion rate jumped 22% in the first month.

Would it be useful if I put together 2–3 specific suggestions? No charge, no strings — just some ideas you could run with internally.

Cheers, Reece

---

**► Prompt 27 — The LinkedIn Connection Message****Prompt:**

Write a LinkedIn connection request message (under 300 characters) to `[person's name and role]` at `[company]`. I'm a freelance `[your role]`. I want to connect because `[reason – e.g. I admire their work, we're in the same industry, I saw their talk]`. Keep it genuine and specific. No selling. No “I’d love to pick your brain.” British English.

**Why It Works:** LinkedIn connection messages have a 300-character limit. Every word counts. Genuine, specific messages get accepted; template-sounding ones don’t.

**Example Output:**

Hi Sara — I caught your talk at Brighton SEO on content-led growth. The bit about cannibalisation audits was particularly useful. I'm a freelance content strategist working in B2B SaaS and would love to stay connected. Cheers, Alex

## ► Prompt 28 — The Follow-Up to a Cold Email (No Reply)

### **Prompt:**

I sent a cold email to `[contact name]` `[X days]` ago and haven't heard back. Write a brief follow-up (under 80 words) that: (1) references my original email without re-sending it, (2) adds something new of value (a relevant insight, article, or observation), (3) keeps the door open without being needy. No guilt-tripping. British English.

**Why It Works:** Most cold email responses come from the follow-up, not the original. Adding something new gives them a reason to engage that the first email didn't.

### **Example Output:**

Hi Jess,

Dropping back in briefly — I came across a case study on pricing page psychology that reminded me of the suggestion I sent last week. Thought it might be useful regardless: `[link]`.

If the timing's not right, no worries at all. I'll leave it with you.

Cheers, Reece

## ► Prompt 29 — The Warm Introduction Request

### **Prompt:**

Write a message to `[mutual contact's name]` asking if they'd be willing to introduce me to `[target contact's name]` at `[company]`. Explain briefly why I'd like the introduction ( `[reason]` ) and make it easy for them to say no. Include a short blurb they could forward. Under 150 words. British English.

**Why It Works:** Warm introductions convert at 10–20x the rate of cold outreach. This prompt makes it effortless for your mutual contact to facilitate — including a forwardable blurb removes all the work from their end.

**Example Output:**

*Hi Maya,*

*I hope you don't mind me asking — would you be open to introducing me to James at CloudSync? I noticed they're expanding their product line and could potentially use some UX support.*

*Totally fine if it's not appropriate or the timing's off — no pressure at all.*

*If you're happy to, here's a quick blurb you could forward:*

*"James — I wanted to connect you with Alex, a freelance UX designer I've worked with. She's done some great work in B2B SaaS (including the product I mentioned) and might be worth a conversation as you scale up. I'll let you two take it from here."*

*Thanks, Maya — really appreciate it either way.*

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► **Prompt 30 — The “I Noticed Something” Outreach**

**Prompt:**

*I noticed something specific about [company name]'s [website/marketing/social media/product] that I could help improve: [describe what you noticed]. Write a short, helpful outreach email that leads with the observation, offers a quick win or suggestion for free, and positions me as someone who could help further if they're interested. No hard sell. Under 150 words. British English.*

**Why It Works:** Offering value before asking for anything is the most effective outreach strategy. When you demonstrate expertise upfront, the sales conversation happens naturally.

**Example Output:**

*Subject: Noticed something on your checkout flow*

*Hi Nathan,*

*I was browsing your site (as a genuine potential customer, actually) and noticed the checkout flow asks for a shipping address before showing delivery costs. That's a known friction point — studies suggest showing estimated delivery costs upfront can reduce cart abandonment by up to 18%.*

*A relatively quick fix: display a delivery cost estimate on the product page based on a postcode lookup, before they hit checkout.*

*I'm a freelance UX designer who specialises in e-commerce — happy to sketch out how this could work if it's useful. No strings.*

*Cheers, Sam*

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## ► Prompt 31 — The Agency Partnership Pitch

### **Prompt:**

Write an email pitching myself as a freelance [your role] to an agency ( [agency name/type] ). Position it as a partnership, not a job application. Highlight: my availability for overflow work, my specialisms, and why it benefits them (no recruitment costs, no commitment, immediate capacity). Include one relevant result. Under 200 words. British English.

**Why It Works:** Agencies are always looking for reliable freelancers for overflow work. Framing yourself as a flexible resource (not a job seeker) speaks directly to their operational pain point.

**Example Output:**

*Subject: Freelance [UX/design/dev] capacity — available for overflow work*

*Hi there,*

*I'm a freelance UX designer specialising in B2B SaaS and fintech — and I regularly partner with agencies who need extra capacity without the overhead of a full-time hire.*

*What that looks like in practice: you bring me in for specific projects or overflow work, I slot into your process, deliver on time, and your client never knows I'm not in-house. No recruitment, no commitments, no bench costs.*

*A recent example: I worked with a digital agency in Leeds on a 6-week platform redesign. Embedded with their dev team, delivered ahead of schedule, and the client extended the engagement by three months.*

*I'm currently available 2–3 days per week and happy to share my portfolio or jump on a quick call.*

*Best, Cameron*

## ► Prompt 32 — The Event/Conference Follow-Up

### **Prompt:**

*I met [person's name] at [event name] and we discussed [topic]. Write a follow-up email that: (1) references our conversation specifically, (2) shares something useful related to what we discussed (a resource, an idea, my perspective), (3) suggests staying in touch without being pushy. Under 120 words. British English.*

**Why It Works:** Event follow-ups are high-value, low-effort outreach. The conversation already happened — this just continues it. Most people never follow up, so those who do stand out.

### **Example Output:**

*Subject: Good chatting at [Event] — that article I mentioned*

*Hi Priya,*

*Really enjoyed our conversation at UX London, especially the bit about onboarding flows for enterprise products. As promised, here's that Intercom article on progressive disclosure I mentioned: [link].*

*I've been thinking about your point on balancing simplicity with feature depth — it's a tension I run into constantly. Would be great to keep the conversation going.*

*Let me know if you ever want to grab a coffee or a virtual one.*

*Cheers, Morgan*

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## CHAPTER 10

# Pricing Negotiations

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*Charge what you're worth. Then charge a bit more.*

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### ► Prompt 33 — The Price Justification Email

**Prompt:**

*A client has said my quote (£ [amount] for [project type] ) is higher than expected. Write a reply that: (1) acknowledges their concern without apologising, (2) breaks down what's included in the price, (3) highlights the value and outcomes rather than hours, (4) offers a way to adjust scope if budget is genuinely limited. Confident, not defensive. Under 250 words. British English.*

**Why It Works:** When you justify price by listing hours, you invite the client to negotiate each hour. When you justify by outcomes, you reframe the conversation entirely. This prompt does the latter.

**Example Output:**

Hi James,

I appreciate you being upfront about the budget — that's always helpful.

The quote reflects the full scope of what we discussed:

- **Research and strategy** — I don't design in a vacuum. The first phase ensures we're building something based on evidence, not guesswork.
- **Design and prototyping** — You'll see interactive prototypes before development begins, which means fewer surprises and fewer costly changes later.
- **Development and testing** — Clean, well-documented code that another developer can maintain if needed.
- **Post-launch support** — 30 days of bug fixes and tweaks included, so you're not left hanging after go-live.

The reason I include all of this is that it's what consistently produces good outcomes. Cutting corners on research or testing tends to cost more in the long run through rework and missed targets.

That said, if the budget is fixed, I'm happy to look at reducing the scope to fit — perhaps we start with the core pages and add the secondary ones in a Phase 2. Would that work?

## ► Prompt 34 — The Rate Increase Notice

### **Prompt:**

Write an email to a long-term client informing them that my rates are increasing from `[£old rate]` to `[£new rate]`, effective `[date]`. This is the first increase in `[X months/years]`. Frame it positively — I've invested in new skills, my experience has grown, and the quality of my work reflects it. Offer advance notice and honour the current rate for any work booked before the change date. Warm, professional. Under 200 words. British English.

**Why It Works:** Rate increases are inevitable but terrifying for many freelancers. Framing the increase around value growth (not cost of living) and offering a grace period softens the transition.

**Example Output:**

*Hi Fiona,*

*I wanted to give you a heads-up: from 1 April, my day rate will be moving from £400 to £475. This is the first adjustment in over two years, and it reflects the additional training and specialisms I've invested in over that period.*

*For you, specifically: any work booked or confirmed before 1 April will be honoured at the current rate, so there's no rush but no surprises either.*

*I've really valued working with your team and I want to keep that going. If you have any questions or want to discuss, I'm always happy to chat.*

*Best, Alex*

## ► Prompt 35 — The “This Is My Rate” Boundary Setter

### **Prompt:**

*A potential client is pushing back on my rate, suggesting I lower it significantly. Write a polite but firm response that: (1) reaffirms my rate, (2) briefly explains why I don't discount (it ensures quality and commitment for every client), (3) offers alternatives if budget is genuinely limited (reduced scope, phased approach, or a recommendation for someone in their budget range). Professional, zero desperation. Under 150 words. British English.*

**Why It Works:** Discounting your rate teaches clients that your prices are negotiable. This prompt gives you the language to hold firm while still being helpful — and the referral option shows confidence.

### **Example Output:**

*Hi Wei,*

*I appreciate the honesty about budget. My rate of £450/day is consistent across all clients — it's what allows me to give every project the attention and quality it needs, and I've found that discounting tends to compromise both.*

*If the budget is a firm constraint, a couple of options:*

- 1** *We reduce the scope to fit — I can deliver the core pages within £2,000 and we revisit the rest when budget allows.*
- 2** *I can recommend a couple of talented designers who work at a lower price point and would do a good job.*

*Happy to discuss either route.*

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## ► Prompt 36 — The Value-Based Pricing Proposal

### **Prompt:**

*I want to move from hourly pricing to value-based pricing for a [project type] project. The client's expected business outcome is [describe the outcome, e.g. increased revenue, reduced costs, more leads]. Write a pricing section for my proposal that frames my fee in terms of the value delivered, not hours worked. Include a "your investment" section rather than "my fee." Under 200 words. British English.*

**Why It Works:** Value-based pricing aligns your interests with the client's. When the fee is a fraction of the expected outcome, it's an obvious investment — not a cost.

### **Example Output:**

#### ► **Your Investment**

*Based on our conversations, the primary goal of this project is to increase your online enquiry rate. Your current site generates approximately 15 enquiries per month; a conservative improvement to 25 per month — based on similar projects I've delivered — would represent roughly £60,000 in additional annual revenue at your average project value.*

*The investment for this project is **£6,500**, which covers: - Full UX audit and conversion strategy - Responsive website redesign (8 pages) - WordPress development and migration - 60 days of post-launch optimisation support*

*At a 10:1 return ratio, this is designed to be one of the clearest investments you make this year.*

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## ► Prompt 37 — The Package Pricing Structure

### **Prompt:**

*Create a three-tier pricing structure for my [service type] service. Tiers: Starter, Professional, and Premium. For each tier, list what's included, the ideal client for that tier, and a pricing approach (I'll fill in the exact numbers). Make each tier clearly differentiated so clients naturally gravitate toward the middle option. British English.*

**Why It Works:** Three-tier pricing exploits the “Goldilocks effect” — most clients choose the middle option. The Starter tier makes them feel like they’re missing out; the Premium tier makes the Professional look reasonable by comparison.

**Example Output:**

► **Starter — “The Foundation”**

*Best for: Solopreneurs and early-stage businesses who need the basics done properly.*

**Includes:** - Homepage design (desktop + mobile) - Up to 3 interior pages - Basic SEO setup - 1 round of revisions - 2-week delivery

**Investment:** £\_\_\_\_\_

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► **Professional — “The Full Build” ◻ Most Popular**

*Best for: Growing businesses ready for a site that works as hard as they do.*

**Includes:** - Everything in Starter - Up to 8 pages - Content strategy session - Custom contact/enquiry forms - 2 rounds of revisions - Speed optimisation - 30 days post-launch support - 4-week delivery

**Investment:** £\_\_\_\_\_

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► **Premium — “The Partnership”**

*Best for: Established businesses who want a strategic partner, not just a designer.*

**Includes:** - Everything in Professional - Unlimited pages - Brand identity refresh - Copywriting support - Monthly performance reporting (3 months) - Priority support & quarterly review calls - 6-week delivery

**Investment:** £\_\_\_\_\_

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► **Prompt 38 — The Rush Fee Justification**

**Prompt:**

A client needs a `[project type]` delivered in `[rushed timeline]` instead of the usual `[standard timeline]`. Write a brief email explaining that I can accommodate the rush but it will incur a rush fee of `[X%]` on top of the standard price. Explain why (rescheduling other commitments, extended hours, compressed review cycles). Keep it factual, not apologetic. Under 120 words. British English.

**Why It Works:** Rush fees compensate you for disrupting your schedule, working antisocial hours, and the higher risk of errors under pressure. Framing it as factual (not punitive) makes it easy to accept.

**Example Output:**

Hi Leo,

I can absolutely hit the 10-day deadline — no problem. Just to flag: the standard timeline for this scope is 3 weeks, so the compressed delivery would carry a 30% rush surcharge.

This covers the rescheduling of other commitments and the compressed review cycles involved. It ensures I can dedicate the concentrated time needed to deliver quality work on your timeline.

Total with the rush fee would be £3,250 (up from £2,500). Happy to proceed if that works — just give me the nod and I'll start immediately.

Cheers, Robin

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CHAPTER 11

## Client Communication

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Say the right thing. Even when you don't want to.

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► Prompt 39 — The “Bad News” Email

**Prompt:**

I need to tell a client that *[bad news – e.g. the project will be delayed by X days, a deliverable isn't going to work as planned, I made a mistake]*. Write an email that: (1) delivers the news directly in the first sentence, (2) takes responsibility without over-apologising, (3) explains what happened briefly, (4) presents a clear plan to resolve it, (5) reassures them this is under control. Under 200 words. British English.

**Why It Works:** Clients don't mind problems as much as they mind surprises. Leading with the news (not burying it) builds trust, and presenting a solution alongside the problem shows professionalism.

**Example Output:**

Hi Charlotte,

I want to flag that the homepage design delivery will be 3 days later than planned — I'm now targeting Thursday instead of Monday.

Here's what happened: the custom illustration we discussed ended up being more complex than I estimated, and I'd rather take the extra time to get it right than deliver something half-baked.

This won't affect the overall project deadline — I've adjusted the development phase to absorb the delay, so we're still on track for the 21 March launch.

Apologies for the shift. I'll send a progress preview tomorrow so you can see where things stand.

Speak soon, Chris

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► **Prompt 40 — The Boundary-Setting Email**

**Prompt:**

A client has been *[boundary issue – e.g. messaging me late at night, requesting unlimited revisions, changing the brief constantly, bypassing the agreed process]*. Write a polite but clear email that: (1) acknowledges the situation, (2) sets the boundary explicitly, (3) explains why this boundary helps them too (better work, faster delivery), (4) proposes a constructive alternative. Firm, professional, zero passive-aggression. Under 200 words. British English.

**Why It Works:** Setting boundaries is the freelancing skill nobody teaches. This prompt helps you establish them without damaging the relationship — the key is framing boundaries as mutually beneficial.

**Example Output:**

*Hi Deepak,*

*I've noticed we've been exchanging messages quite late in the evening — I'm keen to make sure that doesn't lead to either of us feeling pressured to respond outside working hours.*

*Going forward, I'll respond to messages between 9am and 6pm, Monday to Friday. Anything that comes in outside those hours, I'll pick up first thing the next working day.*

*This actually tends to produce better results — considered responses rather than rushed late-night replies. And if something is genuinely urgent, you can flag it with "URGENT" in the subject line and I'll check it within a couple of hours.*

*Hope that works for you. It's honestly about making sure I'm bringing my best to your project.*

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## ► Prompt 41 — The Project Kickoff Email

### **Prompt:**

Write a project kickoff email for a `[project type]` project with `[client name]`. Include: a warm welcome, summary of what we're building, timeline overview, key contacts, communication plan (how and when we'll check in), what I need from them to start, and any immediate next steps. Set the tone for a professional, organised working relationship. Under 350 words. British English.

**Why It Works:** The kickoff email establishes expectations, processes, and professionalism from day one. It reduces "how does this work?" questions and gives the client confidence they're in good hands.

**Example Output:**

Subject: Let's go! 🚀 Project kickoff — Greenleaf Interiors website

Hi Laura,

We're officially underway — excited to get started on the new website.

### ► What We're Building

A modern, mobile-first website that showcases your portfolio, establishes your premium positioning, and drives enquiry form submissions. 6 pages total, built on WordPress.

### ► Timeline

PHASE	DATES
Discovery & wireframes	10–14 Feb
Design	17–28 Feb
Development	3–14 Mar
Testing & launch	17–21 Mar

### ► Communication

- **Weekly check-in:** Every Tuesday at 2pm via Zoom (30 min max)
- **Day-to-day:** Email for anything non-urgent; Slack for quick questions
- **Feedback turnaround:** 3 business days (this keeps us on schedule)

### ► What I Need From You (by 14 Feb)

- ☐ Final logo files (SVG + PNG)
- ☐ Brand guidelines document
- ☐ Logins for current hosting and WordPress
- ☐ Any content that's ready (copy, images)
- ☐ 3–5 competitor or inspiration websites

### ► Immediate Next Steps

- 1 I'll send the requirements questionnaire today — please complete by Friday.
- 2 Our first check-in is Tuesday 11 Feb at 2pm. Calendar invite incoming.

*If anything's unclear or you have questions, fire away. This is going to be great.*

*Cheers, Jamie*

## ► Prompt 42 — The “Client Is Going Silent” Nudge

### **Prompt:**

*My client hasn't responded to my last [X] emails/messages over the past [X days/weeks]. The project is stalled waiting on [what you need from them]. Write a friendly nudge email that: (1) acknowledges they might be busy, (2) clearly states what's blocked and why it matters, (3) gives them an easy way to respond (even a one-liner), (4) sets a gentle deadline. No guilt, no passive-aggression. Under 150 words. British English.*

**Why It Works:** Client silence is usually overwhelm, not disinterest. Making it easy to respond (even briefly) and setting a soft deadline creates helpful urgency without pressure.

### **Example Output:**

*Hi Oliver,*

*I know things get hectic — just wanted to check in as we're at a bit of a standstill on the project.*

*I'm currently waiting on: - Your feedback on the homepage mockup (sent 20 Jan) - Final copy for the About page*

*Both are needed before I can move into the development phase. Without them, the 21 March launch date starts to slip.*

*Even a quick “I'll get to it by Friday” would be really helpful so I can plan the schedule accordingly.*

*Hope all's well — talk soon.*

*Cheers, Jamie*

## ► Prompt 43 — The Feedback Request Framework

**Prompt:**

I've sent a *[deliverable, e.g. design mockup, first draft, prototype]* to my client and I need constructive feedback — not just “I like it” or “it's not right.” Write a short email (under 150 words) that: (1) presents the deliverable, (2) asks 3–4 specific questions to guide their feedback, (3) reminds them of the revision process. British English.

**Why It Works:** Unstructured feedback wastes everyone's time. Specific questions guide clients toward actionable responses, reducing revision rounds and misunderstandings.

**Example Output:**

Hi Sarah,

The homepage design is ready for your review — link below.

*[Link to prototype/mockup]*

When you're looking at it, a few questions to guide your feedback:

- 1 Does the hero section communicate your main value proposition clearly?
- 2 Does the overall look and feel match the direction we discussed?
- 3 Is the information hierarchy right — are the most important things most visible?
- 4 Is there anything confusing or missing that a first-time visitor would need?

We have two rounds of revisions included, so this is the perfect time to flag anything that feels off.

Aiming to have your feedback by Wednesday — does that work?

---

► **Prompt 44 — The Graceful Project Exit**

**Prompt:**

I need to part ways with a difficult client. The situation: *[describe the issue – e.g. constant scope changes, disrespectful communication, non-payment, unrealistic demands]*. Write a professional exit email that: (1) states that I'm ending the engagement, (2) references the relevant contract clause if applicable, (3) outlines what I'll deliver before departing, (4) provides a clean handover plan, (5) remains dignified throughout. No blame, no emotion. Under 250 words. British English.

**Why It Works:** How you leave a client relationship matters as much as how you start one. A dignified exit protects your reputation and reduces the risk of disputes.

**Example Output:**

*Hi Marcus,*

*After careful consideration, I've decided to conclude our working relationship at the end of this month. As per Section 8 of our agreement, either party can terminate the contract with 14 days' written notice — consider this that notice.*

*Between now and 28 February, I'll: - Complete and deliver all work currently in progress (the three remaining page designs) - Prepare a handover document for your next designer, including all source files, credentials, and project notes - Ensure a clean transition with no loose ends*

*I'll send the final invoice for work completed to date, payable within our standard 14-day terms.*

*I wish you and the team all the best with the project going forward.*

*Regards, Taylor*

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## CHAPTER 12

# Project Updates

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*Keep clients in the loop so they never have to ask.*

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### ► Prompt 45 — The Weekly Status Update

**Prompt:**

Write a weekly project status update email for a `[project type]` project. Here's what happened this week: `[list what you worked on and completed]`. Here's what's planned for next week: `[list planned work]`. Any blockers or items needing client input: `[list them]`. Format it as a scannable email with clear sections. Professional but not stiff. Under 200 words. British English.

**Why It Works:** Regular updates build trust and eliminate “how's it going?” anxiety. Structured updates also create a paper trail that protects both sides if questions arise later.

**Example Output:**

Subject: Weekly update — Greenleaf website (w/c 3 Feb)

Hi Laura,

Quick update on where we are:

### ► **Completed This Week**

- Finalised wireframes for all 6 pages
- Completed mobile-first homepage design
- Sourced and optimised portfolio photography

### ► **Planned for Next Week**

- Design interior pages (Services, Portfolio, About)
- Set up WordPress staging environment
- Begin header/footer component build

### ► **Needs Your Input**

- **About page copy** — I need the final version by Wednesday to stay on schedule
- **Team photos** — Are these being taken professionally or should I plan for placeholders?

### ► **Overall Status: On Track**

We're exactly where we should be at this point. No concerns.

Shout if you have any questions. Otherwise, I'll send the interior page designs for review by Friday.

Cheers, Jamie

## ► Prompt 46 — The Milestone Completion Update

### **Prompt:**

Write an email notifying the client that we've completed `[milestone name/description]`. Include: a summary of what was delivered, any relevant links or files, what the next milestone involves, and a reminder of any payment trigger tied to this milestone. Celebratory but professional. Under 200 words. British English.

**Why It Works:** Milestone completions are opportunities to reinforce your value, trigger payments, and build momentum. A well-crafted completion email does all three.

**Example Output:**

*Subject: Milestone 2 complete — Design approved and ready for build*

*Hi Laura,*

*Great news — the design phase is officially complete. Here's a summary of what's been delivered:*

- *▯ Homepage design (desktop + mobile) — approved*
- *▯ 5 interior page designs — approved*
- *▯ Design system/component library documented*
- *▯ Interactive prototype: [link]*

**Next up: Development (Milestone 3)** *I'll begin building the site on the WordPress staging environment this week. You'll have a working preview to click through by 10 March.*

**Payment note:** *As per our agreement, Milestone 2 completion triggers the second payment of £1,500. Invoice to follow separately today.*

*Really pleased with how the designs turned out — your feedback throughout the process made a real difference.*

*Onwards!*

*Jamie*

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► **Prompt 47 — The “Something Changed” Alert**

**Prompt:**

*Something unexpected has come up in the project: [describe the change – e.g. a technical issue, a dependency delay, a requirement that's more complex than expected]. Write an email to the client that: (1) explains the issue clearly and concisely, (2) assesses the impact on timeline/budget, (3) proposes options for how to handle it, (4) asks for their decision. Calm, professional, solution-oriented. Under 200 words. British English.*

**Why It Works:** Unexpected issues are inevitable. How you communicate them defines your professionalism. Leading with clarity and options (rather than panic) keeps the client's confidence intact.

**Example Output:**

Hi Laura,

I've hit something I want to flag early: the portfolio gallery you need has some interactive features (filtering, lightbox, lazy loading) that are more complex than the standard gallery we scoped. Getting it right will take an additional 2 days of development.

**Impact:** - Timeline: Launch could shift from 21 March to 24 March - Budget: Approximately £400 additional

**Options:** 1. **Build it properly** — Accept the slight timeline shift and additional cost for a gallery that works beautifully. 2. **Simplify it** — Use a standard gallery now and upgrade later as a Phase 2 task. 3.

**Absorb the time** — I can compress the testing phase slightly to keep the original deadline, though I'd recommend against it.

My recommendation is Option 1 — the portfolio is the heart of your site and it's worth getting right. But happy to go with whatever works for you.

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## ► Prompt 48 — The Quick Async Check-In

### **Prompt:**

Write a brief async check-in message (under 80 words) for a project that's going smoothly. Let the client know things are on track, mention one specific thing I'm working on today, and confirm the next check-in or deliverable date. Casual but professional. British English.

**Why It Works:** Not every update needs to be formal. Quick async check-ins show the client you're working and keep communication flowing without the overhead of a call.

### **Example Output:**

Hi Laura — quick check-in. Everything's moving smoothly: I'm finalising the responsive layouts for the Services and Portfolio pages today. No blockers, no concerns. You'll see the full interior page designs by Friday as planned. Shout if you need anything in the meantime. ☺

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## ► Prompt 49 — The End-of-Project Summary

**Prompt:**

Write an end-of-project summary email for a completed `[project type]` project. Include: a recap of what was delivered, key results or metrics (if available), links to final deliverables, handover notes, and a warm closing with the door open for future work. Include mention of any post-launch support period. Under 300 words. British English.

**Why It Works:** The final email is your lasting impression. A polished project summary reinforces the value you delivered, provides a reference document for the client, and opens the door for repeat work or referrals.

**Example Output:**

Subject: Project complete ☐ — Greenleaf Interiors website

Hi Laura,

The new Greenleaf Interiors website is live — congratulations!

### ► What Was Delivered

- Fully redesigned, mobile-first WordPress website (6 pages)
- Custom portfolio gallery with filtering
- SEO foundations (meta tags, schema markup, sitemap)
- Speed optimisation (PageSpeed score: 94/100)
- Admin training session (recording shared via Google Drive)

### ► Key Files & Links

- **Live site:** [greenleafinteriors.co.uk](https://greenleafinteriors.co.uk)
- **Staging site:** [staging.greenleafinteriors.co.uk](https://staging.greenleafinteriors.co.uk) (will remain active for 30 days)
- **Source files:** [\[Google Drive link\]](#)
- **Admin guide:** [\[Google Drive link\]](#)

### ► Post-Launch Support

As agreed, you have 30 days of post-launch support (until 20 April) for any bugs, tweaks, or questions. After that, I'm available on my standard day rate or we can set up a retainer if ongoing support would be useful.

### ► Early Results

In the first week since launch: - Page load time reduced from 4.2s to 1.1s - Mobile usability score: 98/100 - 8 enquiry form submissions (vs. ~3/week on the old site)

It's been a pleasure working with you and the team. If you need anything going forward — or if a colleague is looking for a web designer — I'm always happy to help.

Cheers, Jamie

# Testimonial Requests

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*Let your clients sell you to your next clients.*

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## ► Prompt 50 — The Simple Testimonial Request

### **Prompt:**

*Write an email asking a happy client for a testimonial after completing a [project type] project. Make it easy for them — include 3–4 guiding questions they can answer instead of starting from scratch. Mention where I'll use it (portfolio, LinkedIn, website) and offer to draft something they can edit if they'd prefer. Under 150 words. British English.*

**Why It Works:** Most clients want to leave a testimonial but don't because they don't know what to write. Guiding questions and the offer to draft it for them removes all friction.

### **Example Output:**

*Hi Laura,*

*Now that the project's wrapped up, I'd love to feature your feedback on my website and LinkedIn — if you're happy with how things went, of course!*

*If writing something feels like a task, here are a few prompts to get you started:*

- 1 What was the biggest challenge before we started working together?*
- 2 What stood out about working with me?*
- 3 What results have you seen since the new site launched?*
- 4 Would you recommend me to others? Why?*

*Even a few sentences would be brilliant. Alternatively, I can draft something based on our project and you can tweak it — whatever's easiest.*

*Thanks so much, Laura — it was a great project.*

*Cheers, Jamie*

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## ► Prompt 51 — The Draft-a-Testimonial-for-Them

**Prompt:**

My client `[name]` from `[company]` is happy with my work but too busy to write a testimonial. Based on these project details: `[describe the project, their original problem, and the results]`, draft a testimonial they could approve and publish. Write it in their voice (first person), keep it specific and results-focused, and keep it under 80 words. British English.

**Why It Works:** Busy clients will happily approve a well-written testimonial but won't carve out time to write one from scratch. Drafting it yourself (and being honest) accelerates the process dramatically.

**Example Output:**

*"We needed a website that matched the quality of our work — and Jamie delivered exactly that. The process was smooth, communication was excellent, and the new site started generating more enquiries within the first week. What impressed me most was how well Jamie understood our brand without needing endless briefings. If you're looking for a web designer who actually listens, I'd recommend Jamie without hesitation."*

— Laura Mitchell, Director, Greenleaf Interiors

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► **Prompt 52 — The LinkedIn Recommendation Request**

**Prompt:**

Write a LinkedIn message asking `[client name]` for a recommendation on LinkedIn. Reference the specific project we worked on and what went well. Make the ask direct but low-pressure. Offer to write a reciprocal recommendation. Under 100 words. British English.

**Why It Works:** LinkedIn recommendations carry disproportionate weight with prospective clients. A specific, direct ask (rather than a vague "would you mind...") gets better results.

**Example Output:**

*Hi Laura — I really enjoyed working on the Greenleaf website project and I'm glad the early results are looking strong.*

*Would you be open to leaving a short LinkedIn recommendation? Even a couple of lines about the experience would be incredibly helpful. I'm happy to write one for you too — always good to have mutual endorsements.*

*No pressure at all, and thanks either way!*

## ► Prompt 53 — The Video Testimonial Ask

### **Prompt:**

*Write an email asking a client if they'd be willing to record a short (60-second) video testimonial. Include: why video testimonials are more impactful, 3 simple questions for them to answer on camera, practical tips (phone is fine, natural light, quiet room), and an offer to handle editing. Make it feel easy and low-stakes. Under 200 words. British English.*

**Why It Works:** Video testimonials are significantly more persuasive than text, but clients assume they need professional equipment. Normalising phone recordings removes the biggest barrier.

### **Example Output:**

*Hi Laura,*

*I have a slightly cheeky ask: would you be up for recording a quick 60-second video testimonial? Video feedback carries so much more weight than text — it helps potential clients see a real person behind the recommendation.*

*It's genuinely easy — here's all you'd need to do:*

**Three questions to answer on camera:** 1. What problem were you trying to solve? 2. What was it like working with me? 3. What results have you seen?

**Practical tips:** - Phone camera is absolutely fine (landscape, ideally) - Find a quiet spot with natural light - One take is perfect — polished isn't the goal, genuine is

*I'll handle any light editing, add captions, and send it to you for approval before it goes anywhere.*

*Totally understand if it's not your thing — no pressure at all. But if you're up for it, it'd mean a lot.*

*Cheers, Jamie*

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## CHAPTER 14

# Time Management

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*Work smarter. Bill accurately. Finish on time.*

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### ► Prompt 54 — The Project Time Estimator

**Prompt:**

*Help me estimate the time required for this project: [describe the project in detail]. Break it down into individual tasks, estimate hours for each, then total them. Add a 20% contingency buffer. Present the breakdown in a table with columns: Task, Estimated Hours, and Notes. Be realistic — assume I'm experienced but not superhuman. British English.*

**Why It Works:** Freelancers consistently underestimate project time. This prompt forces a detailed breakdown and adds the buffer that separates profitable projects from unprofitable ones.

**Example Output:**

TASK	EST. HOURS	NOTES
Discovery & research	4	Client call, competitor review, analytics audit
Wireframing	6	Desktop + mobile, 6 pages
Homepage design	8	Includes hero exploration, 2 concepts
Interior page design (×5)	15	~3 hours per page
Client feedback & revisions	6	2 rounds, assuming clear feedback
WordPress development	20	Custom theme, responsive build
Content migration	4	Transfer and format existing content
Testing & QA	6	Cross-browser, mobile, forms, speed
Launch & handover	3	Deployment, DNS, training
Project management & comms	5	Emails, calls, updates
<b>Subtotal</b>	<b>77</b>	
<b>Contingency (20%)</b>	<b>15</b>	
<b>Total</b>	<b>92 hours</b>	

## ► Prompt 55 — The Weekly Time Blocking Plan

**Prompt:**

*I'm a freelancer with these commitments this week: [list projects, deadlines, meetings, and personal commitments] . My working hours are [e.g. 9am–5:30pm, Mon–Fri] . Create a time-blocked weekly schedule that: (1) allocates focused deep work in the mornings, (2) batches meetings and admin in the afternoons, (3) includes breaks, (4) protects at least 2 hours for business development. Format as a day-by-day table. British English.*

**Why It Works:** Time blocking is the single most effective productivity technique for freelancers. Having an AI draft your weekly plan takes 2 minutes instead of 20.

**Example Output:**

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
09:00–09:30	Planning & priorities	Planning & priorities	Planning & priorities	Planning & priorities	Planning & priorities
09:30–12:00	Deep work: Greenleaf dev	Deep work: Greenleaf dev	Deep work: CloudSync design	Deep work: CloudSync design	Deep work: Greenleaf revisions
12:00–13:00	Lunch	Lunch	Lunch	Lunch	Lunch
13:00–14:00	Email & admin	Client call: Laura (2pm)	Email & admin	Client call: James	Biz dev: outreach & proposals
14:00–15:30	Greenleaf content migration	Greenleaf design review	Invoicing & bookkeeping	Portfolio updates	Biz dev: content & networking
15:30–15:45	Break	Break	Break	Break	Break
15:45–17:00	CloudSync wireframes	CloudSync research	Greenleaf QA testing	Deep work: overflow	Week review & next week planning
17:00–17:30	Daily wrap-up	Daily wrap-up	Daily wrap-up	Daily wrap-up	Weekly review

## ► Prompt 56 — The Scope Creep Time Auditor

**Prompt:**

I originally estimated `[X hours]` for a `[project type]` project. I've now spent `[Y hours]` and I'm `[Z%]` complete. Analyse this situation: (1) What's my projected total time at this rate? (2) Am I losing money based on my rate of `[£X/hour]`? (3) What are the likely causes (scope creep, underestimation, client delays)? (4) What should I do about it — practical recommendations. Be direct. British English.

**Why It Works:** It's easy to lose track of profitability mid-project. This prompt provides an objective assessment and actionable recommendations before the situation gets worse.

**Example Output:**

► **Time Audit: Greenleaf Website**

**Original estimate:** 80 hours **Hours spent:** 65 hours **Completion:** 60% **Projected total at current rate:** ~108 hours **Overage:** 28 hours (35% over budget)

**Financial impact:** At your rate of £50/hour, that's £1,400 in unbilled work — essentially a £1,400 pay cut on this project.

**Likely causes:** 1. **Scope creep** — The portfolio gallery and animation requests weren't in the original scope but appear to have been absorbed without a change order. 2. **Revision overrun** — You've done 4 rounds of revisions on the homepage; the scope allows 2. 3. **Client response delays** — 3 days of blocked time waiting for content that wasn't ready.

**Recommendations:** 1. **Immediately** log all out-of-scope work and raise a change order for the gallery and animation features. 2. **Enforce** the revision limit — politely inform the client that additional revisions will be billed separately. 3. **For future projects** — increase your contingency buffer to 30% for this type of client and include a clause about client-caused delays extending the timeline.

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► **Prompt 57 — The End-of-Day Task Capture**

**Prompt:**

Here's everything I worked on today in rough notes: `[paste your rough notes or brain dump]`. Organise this into: (1) tasks completed today, (2) tasks in progress, (3) tasks for tomorrow, (4) anything I'm waiting on from others. Format as a clean, scannable list I can review tomorrow morning. British English.

**Why It Works:** The last 5 minutes of your day are the most valuable for the first 5 minutes of tomorrow. This prompt transforms a messy brain dump into an actionable handover to your future self.

**Example Output:**

### ► **End of Day — 3 February 2026**

▮ **Completed** - Finished responsive layouts for Services and Portfolio pages - Sent weekly update to Laura - Invoiced CloudSync for January retainer - Updated portfolio with Nimblo case study

▮ **In Progress** - About page design — 60% done, needs team photo section - WordPress staging environment setup — plugin conflicts to resolve

▮ **Tomorrow** - Finish About page design - Resolve WordPress plugin conflicts (check WooCommerce version) - Start Contact page wireframe - Send testimonial request to Laura

▮ **Waiting On** - Laura: final About page copy (requested 31 Jan, follow up if not received by EOD tomorrow) - James (CloudSync): feedback on dashboard wireframe (sent 1 Feb)

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### ► **Prompt 58 — The Monthly Business Review**

#### **Prompt:**

Help me conduct a monthly business review for my freelance business. Here are my numbers for `[month]`: Revenue: `[£X]`, Expenses: `[£X]`, Hours worked: `[X]`, Projects completed: `[X]`, New leads: `[X]`, Proposals sent: `[X]`, Conversion rate: `[X%]`. Analyse these numbers and provide: (1) my effective hourly rate, (2) revenue per project, (3) key observations, (4) 3 specific actions for next month. Be honest and direct. British English.

**Why It Works:** Most freelancers don't track their numbers — and the ones who do rarely analyse them. This prompt transforms raw data into strategic insights that drive better decisions.

**Example Output:**

## ► Monthly Review — January 2026

**Financial Summary** | Metric | Value | |-----|-----| | Revenue | £6,200 | | Expenses | £380 | | Net profit | £5,820 | | Hours worked | 142 | | Effective hourly rate | £41/hour | | Projects completed | 3 | | Revenue per project | £2,067 |

**Key Observations** 1. Your effective hourly rate (£41) is below your target of £50. This suggests you're either underpricing, spending too long on projects, or absorbing unbilled work. 2. You sent 8 proposals and won 3 — a 37.5% conversion rate. That's healthy, but the average project value (£2,067) is relatively low. Winning fewer, larger projects would be more profitable. 3. You worked 142 hours across 22 working days — that's 6.5 hours/day of billable work. Your non-billable time (admin, proposals, marketing) is eating into capacity.

**Actions for February** 1. **Raise your minimum project fee to £2,500** — this filters out small projects that eat time disproportionately. 2. **Audit January's projects for scope creep** — identify where unbilled hours crept in and tighten your change-order process. 3. **Batch admin to Fridays only** — protect Monday to Thursday for billable, focused work.

## CHAPTER 15

# Bonus: Power Combos

Stack these prompts together for maximum impact.

## ► ☐ Winning a New Client (Full Sequence)

- 1 **Prompt 26** — Send a research-based cold email
- 2 **Prompt 28** — Follow up if no reply
- 3 **Prompt 08** — Once they respond, clarify their requirements
- 4 **Prompt 01** — Send a tailored proposal
- 5 **Prompt 07** — Follow up after the discovery call
- 6 **Prompt 09** — Generate the Scope of Work
- 7 **Prompt 18** — Request the deposit
- 8 **Prompt 41** — Send the kickoff email

## ► Managing a Project (Ongoing)

- 1 **Prompt 45** — Send weekly status updates
- 2 **Prompt 43** — Request structured feedback on deliverables
- 3 **Prompt 10** — Handle scope creep when it appears
- 4 **Prompt 46** — Announce milestone completions
- 5 **Prompt 14** — Send professional invoices

## ► Wrapping Up & Growing (Post-Project)

- 1 **Prompt 49** — Send the end-of-project summary
  - 2 **Prompt 50** — Request a testimonial
  - 3 **Prompt 20** — Write the case study
  - 4 **Prompt 04** — Pitch a retainer arrangement
  - 5 **Prompt 34** — Raise your rates for the next engagement
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## CHAPTER 16

# Final Thoughts

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Every prompt in this toolkit is designed to solve a specific problem freelancers face daily — from the terrifying (chasing unpaid invoices) to the tedious (writing weekly updates) to the strategic (raising your rates).

The freelancers who earn the most aren't necessarily the most talented. They're the ones who communicate clearly, set boundaries professionally, and make clients feel confident throughout the process.

These prompts give you a head start on all three.

Now go win some clients and ship some work. 🚀

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**Enjoyed this toolkit?** Share it with a freelancer friend who could use it. And if it's helped you land a client, raise your rates, or just save two hours on a Wednesday afternoon — I'd love to hear about it.



## The Freelancer's AI Toolkit

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