

If you're faint at heart, please do not read this guide!!

THE DIABOLIC CLIENT GETTING SYSTEM

How even a complete beginner can follow these devil-like but completely ethical steps to appear god-like to high-paying clients.

By

Kene Etta
(Kick-Ass Freelancer)

Hi there,

My name is Kene Etta and I'm a Direct Response Marketer and Copywriter.

So far so good, I've been able to work with wonderful clients who have collectively paid me over 1.7 Million Naira for my services in about 6 months.

Fair enough earnings if you ask me, but that's not why we are here.

We are here because you've decided to learn the exact strategies I've used (and will continue to use) in converting total strangers into high-paying clients.

Clients who would happily pay you \$500 and above for a single job depending on your skill.

But before I go deep into what I have for you today...

I'd like to answer some questions you may have on your mind right now.

Questions like.

"Kene can I still read this guide if I don't have a skill or service to render yet?"

And my answer to that is yes.

In fact, I urge you to do so immediately, because one thing I've noticed is that the client acquisition part of freelancing is what keeps a lot of people from venturing into it.

They are scared that "if after I learn this skill, will you also teach me how to get paying clients?"

You may be scared of this as well, and I totally understand.

It's not your fault.

It's the fault of the many self-acclaimed coaches parading the place these days, who don't even know a thing about client acquisition talk more about how to teach it properly.

Heck, most of them have never even gotten a high-paying client before, so how do you expect them to teach you what they don't know themselves?

Not possible, you'd agree.

But rest easy because once I'm done showing you all I have for you in this guide,

You will have the confidence to pick up any skill of your choice, master it and go out to make good money for yourself with it.

A second question you may be having on your mind right now is:

“Kene, why do you say your client getting system is diabolic and devil-like?”

I really hope it's nothing dark or sinful.”

Lol relax.

Like I said on my landing page, this system is completely ethical.

In fact it's not really a secret because it's something you probably already know, but greatly ignore.

And once I'm done showing you the details of this, you'll likely slap yourself on the head for not following this path right from the onset.

This system is devil-like because it is very selfish in nature.

And if you've watched the Netflix series, **Lucifer...**

You'd recall that the devil, Lucifer Morningstar uses his power to get humans into revealing their deepest desires, which he fulfills for them in exchange for something he wants.

This makes it look like he is actually doing good, when in fact he's only interested in satisfying his own needs.

Pretty selfish if you ask me.

But who cares if both parties get what they want, and are happy and satisfied with everything.

Personally I don't.

(If the idea of this bothers you so much, I advise you stop reading this guide immediately)

And that's exactly what we are going to be doing in our diabolic client getting system. (yes, our)

We will be strategically positioning ourselves in a way that gets the deep-pocket clients to reveal their burning problems and deep desires to us,

Then we offer our services as the perfect solution to those problems, in a way that forces these clients to see us as their ultimate saviour.

Of course, in exchange for a good pay.

Everything we'll be doing would seem like we're just trying to help out from the bottom of our hearts...

But in reality, we are doing this to reward ourselves handsomely.

And there are two different ways to get this done.

But before I go into the details, I'd like you to know that these steps won't give you results overnight.

You have to consistently put in the work and be really good at that skill you're offering.

As people usually say in the online space:

"If you know your onions, you will eat your suya."

Meaning that you only reap the rewards if you're good at what you do.

If you focus your time and energy into learning that one skill that interests you...

You will make serious money.

At least that's how I got to where I am today: Through singular focus and consistency.

And the second thing I'd like you to know before we continue is...

We won't be discussing freelancing platforms like fiverr and upwork here.

These platforms are good, but you need to know that these are not where our dream deep-pocket clients hang out at.

The type of businesses that can happily pay us \$500 and above for a single job (foreign businesses) are simply on **social media**.

So the first step in our process is to get a social media presence.

I personally prefer LinkedIn to all the others because it's more professional and it shows you much more information about a business/organization than the rest.

But not to worry, the strategies I'll be revealing shortly work well on Twitter, Instagram and Facebook as well.

You can decide to pick two and start with if you like.

- So the first thing to do is to create an account on your preferred platform (I'm using LinkedIn) and get it optimized.

Optimizing your account just means filling out your profile as much as possible, and making it in line with what you say you do (i.e. the skills you have, what your clients will benefit from you).

Make sure to remove every other thing that doesn't portray you as a professional.

And like I said earlier, there are two different ways you can employ the Lucifer-like method to win high-paying clients.

The first way is The Magnetic Strategy.

Here, like a magnet, you are attracting these clients to yourself instead of going out to fish for them.

And you do that by giving out regular valuable content on your social media.

And by valuable I mean really helpful content.

This strategy helps you build two very important things:

Trust and Credibility.

Once these business owners see that you know what you're saying, and what you're regularly dishing out helps them achieve results...

They'd reach out to you for more help.

And this is where you pitch your paid services to them (after you must have listened deeply to their problem) and close the deal.

There's a lot that goes into the closing stage, but if I start explaining here, time will be against us.

Maybe I'll explain more in my subsequent emails, so do well to read them daily.

And now you're probably thinking, "How does this guy expect me to be coming up with good helpful content regularly?"

Calm your nerves.

We're not done yet, are we?

Here's how you do it...

Look out for the top freelancers and experts in your field.

In fact, follow them on every platform if you like.

Check how they structure their content and the topics they talk about.

Use them to gain inspiration for your own content.

YouTube is there for you as well.

And notice that I didn't say you should copy them.

You are only using their content as inspiration for yours... Laying it out in your own words and tone... The exact way YOU understand it.

And don't worry,

The more you do this, the better you get at it. Just like any other thing on earth.

If you don't know the top guys in your field, do your research and find them out.

I won't be doing that for you here.

And once in a while, you can include a call to action at the end of your posts to get business owners to reach out to you immediately.

Something like: "If all I've talked about sounds interesting to you, and you'd like me to help you implement it in your business right away... send me a dm now and I'll see if I can really help you."

Not perfect but you get the point.

And one more thing before we move on to the next method...

You now follow these top guys in your field...

Make sure you're active on their posts.

You can even turn on post notification for them.

Whenever they post, go in there and drop really helpful comments.

Comments that show you really know what you're saying.

And one thing you should know is that these top freelancers and experts in your field already have your dream clients in their large following.

And once these people see your very helpful comments that portray you as an expert,

They may decide to check your profile out to see what you do.

And once they get there and see your own very valuable posts waiting for them...

They may decide to connect with you or follow you.

Others may decide to observe you from afar.

And once the time is right, they'd hit you up to work for them.

Do all these consistently for 2-3 months and you'll get the deep-pocket clients that will pay you \$500 and above for a single job.

Onto the second method of our diabolic client getting system...

The Top Striker Strategy

This strategy is very good especially if you're just starting out, because the inbound system may take a while to yield.

And you won't say because of that you'll allow hunger to finish you.

Na who don chop fit post valuable contents lol.

In this method basically, like a good football striker, we will be shooting our shots.

And you should know that the more shots you take, the greater your chances of scoring.

So we will be taking a lot of shots here. You never know which and how many will hit the back of the net.

And I believe you've likely heard of the term "Cold Pitching" before.

This is what we are going to be doing here...

Reaching out to people who don't know us that we can help them solve their deep problems.

But we are going to be doing it right.

And the thing about this method of getting clients is that...

We are reaching out to people who don't know us,

And these people are probably very busy.

We are intruding upon their privacy. We are disturbing them.

Moreover, they're likely also getting lots of other pitches day and night.

So if we want these guys to pay attention to us, we must take a different approach.

And even with that, let me just clear you now...

Dem go curve you tire and your body go shake.

Many of them will even ignore you.

And that's why I stated on the cover of this guide that if you are faint at heart, please stay away.

To succeed as a freelancer, you must develop what is called "a thick skin".

You must be able to stomach the rejections and keep surging on.

NOs go plenty, but it's alright because just one YES will make everything worth it.

And once you follow what I'll show you now, the number of NOs you get will most likely reduce substantially.

So without further ado, what are the steps involved in this?

First of all you pick out the businesses, individuals or companies you want to work for.

These have to be people that can afford to pay you handsomely.

People that have an idea of the services you render.

People that actually need your services and know the importance of it.

So you want to be sure that these guys have a real problem before you decide to pitch to them.

And since we are using LinkedIn as our preferred platform, you can find these guys by searching for them on the platform.

- You can search for companies by using a keyword in your field (e.g. software companies, if you're a programmer)
- You can search for individuals by position (e.g. recruiters in software companies)

Make sure you filter the location because we're only interested in foreign clients (especially those in the developed countries)

And we are only interested in individuals in a position of authority to hire us.

People that have decision-making power in our company of interest.

We don't care about the other employees.

And after identifying these people of interest...

The next thing to do is to check for problems they have which you can solve.

- Maybe as a UI/UX designer, you notice that their app interface is very ugly and you can help them design a better one.
- Or as a web developer, you see that their entire website is looking useless and you can help them out there.
- Or as a copywriter, you see that the emails they send out regularly are a disgrace and you can write better ones for them.
- Or as a content creator, you realize that their social media posts have no life and you can be their saviour there.
- And so on.

And once we have the problem all set, we move on to the next thing which is...

Finding something personal about them.

This can be something they're really passionate about.

Something that they like so much.

And it has to be personal.

I'll show you an example and why this is really important shortly.

You find this information by researching this person all over the internet.

It's not very difficult because almost everybody is present on other social media platforms for their personal lives.

And now that we have this information, we proceed to the pitch itself.

I'd advise we pitch on LinkedIn and email together.

You can easily find their email address on their LinkedIn profile.

And that out of the way, we move to the pitch itself.

And one thing you have to know is that these guys don't give a shit about you.

Heck, they don't even know you.

So you must make sure that whatever you will be saying is very interesting to them, and not to you.

It's all about them.

If it's not interesting to them, they won't read your pitch.

And one way to catch their interest is through your headline or subject line of your pitch.

Now before I show you an example of a good pitch, you need to know that you have a higher chance of getting replied if your cold pitch doesn't look like an outright pitch.

If it's obvious that you're just trying to get a job, you most likely have already lost the job.

That said, here's an example of a cold pitch:

Subject line: More wins and \$\$ for Justin...

Hey Justin,

I loved the post with your awesome man united jersey after the complete trashing of Chelsea like they were primary school kids😂.

I love Man United too and that match together with your post really gave me joy.

I can't wait for the next game.

But that aside, I was going through your email welcome sequence some days ago and I observed a really important flow missing in your conversion process.

I saw your sales page for the new JKY product and I really love it.

But as I might guess, this particular omission is costing you some sales in itself.

Some sales that can easily double or triple your revenue within 30 days.

And if you wouldn't mind, I would love to show you this particular flow over a zoom call...

And how you can begin to apply it immediately to exponentially skyrocket your sales.

Because I'd love to show you all the steps practically and hands-on, I believe a live video call where I share my screen would be most effective for this.

So if you are down for that, kindly shoot me a reply with a convenient time for you.

Regards,

Kene Etta.

Direct response copywriter.

P.S:

Don't forget to make another awesome video with your jersey after we waste Liverpool next weekend.

I really love it when you do that.

Can you see how Lucifer-like this is?

We started off with a benefit-rich and curiosity-filled headline that'd surely make Justin want to find out how exactly he can win more and make more dollars as well.

Then I Introduced that personal thing he loves so much.

This makes it look like a normal conversation between friends.

Totally different I'm sure from the loads of pitches he receives daily.

Then I went on to show a costly problem, after which I promised to give the solution over a live call.

And if you noticed, I didn't even talk about myself at all.

- I talked about his favorite football club
- I talked about his business
- And I talked about how he can make more money with my help

As simple as that.

I made the pitch all about the client.

It doesn't even look like I want anything in return besides being of help to a fellow Man United fan.

And I'm inviting him to the call so that I can learn more about his problems...

See if the problems mean anything to him (some would care less about the problems you're talking about. They'd likely not be interested in your help)...

Ascertain if I can really help him out...

See if he's a good or bad client...

And possibly get him to hire me on that call.

It'll be much easier since he trusts me already.

To be honest, a lot of other things go into this aspect, and you can blow everything up if you don't know how to do this right.

But like I said earlier, time and means of communication won't allow us to treat everything.

I have just given you an idea on how to write cold pitches that don't look like pitches.

And note that my cold email above is not a template.

It's something I wrote on the spot, and you can do that too.

You don't need a template.

You just need to follow the framework I outlined above, write like you're conversing with a friend, and add your own creativity to it.

And while waiting for a response to your pitch, remember that many of them will ignore you.

Maybe they didn't see your pitch.

Maybe they saw it but don't want to reply.

And that doesn't mean your pitch is wack.

It means they're not interested in your offer to help them solve their problem and that's alright.

Cold Pitching is a game of numbers, so don't be discouraged.

Remember that one YES is enough to cover for all the NOs.

Also remember that these guys you're pitching to will likely check you out on social media to see if you're worth replying and wasting time over.

So that brings us back to our point on optimizing your social media accounts.

Make sure you don't joke with this.

One more thing before we round up with this guide...

If you're really serious about growing immensely as a freelancer,

Don't ever joke with any job you're given, no matter how small.

If you don't understand the job description or you're not sure whether you can do it or not...

Don't take up the job.

As my boss, Golibe once said:

"Every job you take = Your brand reputation

Make sure you and the client are a good fit for each other before taking that job.

Finished jobs are your brand's biggest advert."

And I can't agree more.

What you need to know is that when you do a job so well that it gives your client good results, he or she is very happy.

They will surely be coming to you to help them out with more jobs...

And as you continue to overdeliver, they'd even refer you to their deep-pocket friends who will happily use you and pass around like **a whore**, to satisfy their business needs.

This is the single best way I know to never lack jobs again.

Don't joke with this.

And that brings us to the end of Our Diabolic Client Getting System.

As with everything in life, you won't see any result if you don't implement it crazily.

I'm sure you know that already so I won't even beg you to do it.

You do what's best for you.

Now, if you enjoyed what I shared in this guide, I share a lot more stuff like this on my email list daily.

Powerful stuff that'd help you make crazy money as a freelancer or as a business owner.

All you have to do is: look out for my emails at 10am daily, read them judiciously, apply all the tips I share, and you'll see tremendous improvement in your life and business.

If you have any questions, or you want to give a feedback on this guide,

Just reply to the email that sent the document to you,

And I'll promptly give you a response.

Finally, if you're still searching...

Or you're confused on a suitable high-income skill to learn,

One that can pay you between \$500 to \$2000+ monthly, doing just 5 hours of work in a day...

You may want to check this out

[The grandmaster of all high-income skills](#)

See if it interests you.

If it does, take action on it.

And I'll see you tomorrow morning by 10am in your inbox.

Keep thriving,

Kene Etta.