Daily Client Acquisition Checklist

Simple Daily Routine to Get Clients Consistently

Print this. Do it every day. Get clients. 🚀

☀️ Morning Routine (8 AM - 12 PM)

Hour 1: Prospect Research (30 prospects)

- ☐ Use your own prospect discovery system (run a scan)
- ☐ OR manually find 30 companies via:
  - LinkedIn Sales Navigator
  - Google: "[industry] companies [city]"
  - Local business directories
- ☐ Export to spreadsheet: Name, Email, Website, Industry

Hour 2-3: Outreach

- ☐ Send 15 LinkedIn DMs (personalized)
- ☐ Send 15 cold emails
- ☐ Make 5 phone calls (best prospects from previous days)

Templates ready?

- ☐ LinkedIn DM template saved
- ☐ Email template saved
- ☐ Phone script printed

⛅ Midday Routine (12 PM - 3 PM)

Hour 4: Follow-Up

- ☐ Reply to all responses from morning outreach
- ☐ Follow up with anyone who opened email but didn't respond
- ☐ Send calendar links to interested prospects

Hour 5-6: Demos

- ☐ Deliver 2-3 scheduled demos (15 min each)
- ☐ Send payment link immediately after each demo
- ☐ Add notes to CRM/spreadsheet

🌙 Afternoon Routine (3 PM - 6 PM)

Hour 7: More Outreach

- ☐ Send 10 more LinkedIn DMs
- ☐ Send 10 more emails
- ☐ Make 5 more phone calls

Hour 8: Close & Admin

- ☐ Follow up with yesterday's demos (if they didn't close)
- ☐ Answer questions from prospects
- ☐ Onboard any new clients who signed
- ☐ Update tracking spreadsheet

📊 Daily Tracking (5 Minutes)

Today's Numbers:

- ☐ Prospects contacted: _____/30 (goal)
- ☐ Responses received: _____
- ☐ Demos delivered: _____/3 (goal)
- ☐ Clients closed: _____
- ☐ MRR added today: $_____

This Week's Numbers:

- ☐ Total prospects contacted: _____/150 (goal)
- ☐ Total responses: _____
- ☐ Total demos: _____/15 (goal)
- ☐ Total clients: _____/4 (goal)
- ☐ Total MRR: $_____/1,200 (goal)

✅ Weekly Reset (Sunday Evening)

Review:

- ☐ What worked? (which messages got responses)
- ☐ What didn't work? (which objections came up)
- ☐ Best-performing prospect source?
- ☐ Best-performing outreach channel?

Optimize:

- ☐ Update email template based on learnings
- ☐ Update LinkedIn DM based on learnings
- ☐ Update demo script for common objections
- ☐ Refine prospect targeting

Prepare:

- ☐ Build list of 150 new prospects for next week
- ☐ Schedule demo slots in Calendly
- ☐ Set aside time for implementation calls

🔥 Power Hour (Optional — for Aggressive Growth)

If you want to 2x your results, add this daily:

Evening Power Hour (7 PM - 8 PM):

- ☐ 10 more LinkedIn DMs
- ☐ 10 more emails
- ☐ Review and respond to all messages

Result: 50 prospects/day instead of 30 = 67% more demos

🎯 Key Metrics to Hit

Daily Goals:

- ✅ 30 prospects contacted
- ✅ 3 demos delivered

- ✅ 1 client closed (5 days/week = 4-5 clients/week)

Weekly Goals:

- ✅ 150 prospects contacted
- ✅ 15 demos delivered
- ✅ 4-6 clients closed
- ✅ $1,200-2,400 MRR added

Monthly Goals:

- ✅ 600 prospects contacted
- ✅ 60 demos delivered
- ✅ 15-20 clients closed
- ✅ $4,500-10,000 MRR

🚨 Red Flags (When to Adjust)

If you're getting <5% response rate:

- ❌ Messages too salesy → Make more conversational
- ❌ Wrong audience → Refine targeting
- ❌ No personalization → Add specific details about their company

If you're booking demos but not closing:

- ❌ Not demonstrating value → Show more of the product
- ❌ Not handling objections → Practice responses
- ❌ Not asking for sale → End with clear CTA and payment link

If you're getting responses but no demos booked:

- ❌ Making it too hard to book → Send direct Calendly link
- ❌ Not creating urgency → Mention limited spots/discount
- ❌ Not qualifying → Ask questions to understand their pain first

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💬 Copy-Paste Scripts

LinkedIn DM (5-Minute Version)

```
Hi [Name],

Quick question about [Company]: When website leads come in,
how fast do you typically respond?

Most [industry] companies average 47 hours. Competitors
respond in 5 minutes.

Built AI that responds in 30 seconds, qualifies automatically,
works in EN + FR.

Worth 15-min demo? [Calendly link]

- Michael
```

Email (100-Word Version)

```
Subject: Lost leads at [Company]?

Hi [Name],

When someone fills out [Company]'s website form, how long
until they hear back?

Most businesses: 47 hours
Your competitors: 5 minutes
Avenir AI: 30 seconds

Our AI qualifies leads automatically (intent, urgency, fit)
and sends personalized follow-ups.

Result: 3x more conversions. Setup: 15 minutes.

Demo? [Calendly link]

Best,
Michael Oni
www.aveniraisolutions.ca

P.S. - First 10 clients get 50% off (7 spots left).
```

Phone Script (Opening)

```
"Hi, this is Michael from Avenir AI. Is [Name] available?"

[If yes]
"Quick question — when leads fill out your website form, who
follows up and how long does it take?"

[Listen, then:]
"Got it. So most [industry] businesses average 47 hours. Your
competitors are responding in 5 minutes with AI.
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Can I show you how we help you respond in 30 seconds? Takes
15 minutes."
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Demo Closing

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"Based on what you've seen, does this solve your lead response
problem?"

[If yes]
"Great! I'm offering first 10 clients 50% off for 6 months.
We're at 7/10 right now.

I can set you up today. Here's the payment link: [Stripe link]

Once you're in, I'll send setup instructions and we can do
implementation together."
```

🎁 Bonus: The "Zero to First Client" Speedrun

If you need a client TODAY:

Hour 1:

- ☐ Find 10 perfect-fit prospects (use YOUR system!)
- ☐ Call all 10 (don't email, call directly)

Hour 2:

- ☐ Deliver 2-3 demos from calls
- ☐ Send payment links immediately

Hour 3:

- ☐ Follow up with everyone
- ☐ Close 1 client

Expected Result: 1 client in 3 hours (if you're aggressive)

📈 30-Day Projection

If you do this daily for 30 days:

Conservative (50% effort):

- 450 prospects contacted (15/day)
- 45 responses (10%)
- 30 demos (67% book)
- 12 clients (40% close)
- **$3,600 MRR**

Realistic (100% effort):

- 900 prospects contacted (30/day)
- 90 responses (10%)
- 60 demos (67% book)
- 24 clients (40% close)
- **$7,200 MRR**

Aggressive (150% effort with power hour):

- 1,500 prospects contacted (50/day)
- 150 responses (10%)
- 100 demos (67% book)
- 40 clients (40% close)
- **$12,000 MRR**

🔑 The Secret

There is no secret. It's just math:

```
More outreach = More responses
More responses = More demos
More demos = More clients
More clients = More revenue
```

The only variable that matters: Volume of outreach

Most founders fail because they contact 10 people and give up.

Winners contact 100 people per week. Every week. For months.

Be a winner. 🏆

🎯 Today's Action (Right Now)

Don't wait. Don't read more docs. Don't optimize your pitch.

Do this RIGHT NOW:

1. ☐ Open LinkedIn
2. ☐ Find 3 companies in your target industry

3. ☐ Send them this message: "Hi [Name], quick question about [Company]: When website leads come in, how fast do you respond? (Most [industry] companies average 47 hours, but competitors respond in 5 min. I built AI that responds in 30 seconds. Worth a 15-min demo? - Michael)"

4. ☐ Come back and check this box when done: [ ]

Start time: _____
End time: _____
Responses by end of day: _____

Remember

You have a working product. You have a clear value prop. You have a target market.

The only thing stopping you from getting clients is YOU not reaching out.

So reach out. 📱

Do it now. ⏰

Do it every day. 📅

Get clients. 💰

Print this checklist. Put it on your desk. Check boxes daily.

See you at $10K MRR. 🚀

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