CLIENT ACQUISITION GUIDE

How to Get Paid for AI Brand Work

THE TRUTH ABOUT FINDING CLIENTS

Stop looking for clients. Start attracting them.

The creators making $5K-20K/month from AI aren't cold messaging. They're:

1. Solving problems publicly
2. Showing proof of work
3. Being visible where buyers are

THE ATTRACTION SYSTEM

Step 1: Build Proof of Work

Create 5-10 complete brand concepts. Each should include:

- Logo/identity concept
- 10-15 cohesive images
- Social content examples
- Mockups showing real-world application

Key: These are fake brands, but they prove you can execute.

Step 2: Post the Process

Document how you built them:

- Before/after transformations
- Prompt breakdowns
- Behind-the-scenes process
- Time-lapse of creation

Key: Process content attracts clients who want that process applied to their brand.

Step 3: Be Visible in the Right Places

Where brand owners and marketers hang out:

- LinkedIn (B2B, agency, startup founders)
- Instagram (DTC brands, lifestyle, beauty)
- Twitter/X (tech, startup, VC circles)
- TikTok (younger entrepreneurs, DTC)

THE 5 CLIENT SOURCES

1. Inbound from Content (40%)

People see your work → DM you → Become clients

How to maximize:

- Post consistently (4-7x/week)
- Always include CTA ("DM me for brand work")
- Show variety of industries
- Respond to every comment

2. LinkedIn Outreach (25%)

Targeted connection with decision-makers

How to do it:

- Connect with marketing directors, brand managers, startup founders
- Personalize: Reference their brand, suggest specific improvement
- Offer free audit or mini-concept as opener

3. Agency Partnerships (15%)

Creative agencies need AI capabilities

How to approach:

- Position as white-label partner
- Offer to handle AI asset creation
- They mark up, you get steady work
- Start with 1-2 agency relationships

4. Referrals (15%)

Happy clients tell other business owners

How to maximize:

- Deliver exceptional work
- Follow up 2 weeks after project completion
- Ask: "Know anyone else who could use this?"
- Offer referral bonus (10-15% of new project)

5. Freelance Platforms (5%)

Upwork, Fiverr, etc. for getting started

Best practices:

- Niche down hard (AI product photography, AI brand identity)
- Price competitively at first to build reviews
- Graduate to direct clients ASAP

THE COLD OUTREACH TEMPLATE

Subject: Quick idea for [Company Name]'s visuals

Body: Hi [Name],

I noticed [specific observation about their current visual content - what's missing, what could be better].

I help brands like [similar brand 1] and [similar brand 2] create high-quality visual assets using AI - product photography, brand campaigns, social content - at a fraction of traditional costs.

I put together a quick concept for [Company Name]. No strings attached - just wanted to show you what's possible.

[Link to 3-5 AI-generated images styled for their brand]

If this resonates, I'd love to chat about how we could apply this to your upcoming campaigns.

Best, [Your name]

Why this works:

- Specific (shows you did research)
- Value-first (you already did work for them)
- No ask in first message (builds trust)
- Visual proof (images speak louder than words)

PRICING STRUCTURE

Option 1: Package Pricing (Recommended)

Bundle deliverables into clear packages:

Starter Package: $500-1,000

- 10 brand-consistent images
- 1 round of revisions
- Delivery: 3-5 days

Brand Suite: $1,500-3,000

- 25 images across multiple categories
- Product shots, lifestyle, social content
- Style guide documentation
- 2 rounds of revisions
- Delivery: 1-2 weeks

Full Brand Identity: $3,000-7,500

- 50+ images
- Complete visual system
- Social templates
- Campaign concepts
- Ongoing support (30 days)
- Delivery: 2-3 weeks

Option 2: Retainer Pricing

Monthly ongoing relationship:

Basic: $1,000-1,500/month

- 10 images/month
- 1 campaign concept

- Priority support

Standard: $2,500-4,000/month

- 25 images/month
- 2 campaign concepts
- Social content templates
- Weekly check-ins

Premium: $5,000+/month

- Unlimited images (reasonable use)
- Full creative direction
- Dedicated support
- Strategy sessions

Option 3: Day Rate

For agency or intensive work:

$500-1,500/day

- 8 hours of focused work
- Best for sprints or urgent projects
- Clearly defined scope

THE SALES CONVERSATION

Discovery Questions

1. What visual content do you need most right now?
2. How are you currently creating this content?
3. What's your timeline for this project?
4. What's your budget range for visual content?
5. Who makes the final decision on this?

Presenting Your Offer

1. Summarize what you heard (show you listened)
2. Explain your approach (briefly)
3. Show relevant examples from your portfolio
4. Present 2-3 package options
5. Recommend one based on their needs
6. Handle questions
7. Close with clear next step

Handling Objections

"This is expensive." "I understand. Let me show you what this would cost with traditional photography... [compare]. You're getting the same quality at [X%] of the cost, delivered faster."

"I'm not sure AI can match our brand." "Totally fair concern. Let me create a quick test - 3 images in your brand style, no charge. If it doesn't match, no hard feelings. If it does, we move forward."

"We need to think about it." "Of course. What specifically do you need to figure out? I'm happy to provide any additional information that would help the decision."

CLIENT MANAGEMENT

Onboarding (Day 1)

- Send welcome email with timeline
- Collect brand assets (logo, colors, existing imagery)
- Schedule kick-off call (30 min)
- Define first milestone

Communication

- Update every 2-3 days minimum
- Share work-in-progress for feedback
- Use their preferred channel (email, Slack, etc.)
- Document all decisions

Delivery

- Present work professionally (deck or organized folder)
- Explain the thinking, not just the output
- Include all file formats needed
- Provide simple guidelines for usage

Follow-Up

- Check in 2 weeks after delivery
- Ask for testimonial
- Request referrals
- Propose next project

QUICK-START ACTION PLAN

Week 1

- Create 1 complete fake brand concept
- Post the breakdown on your main platform
- Connect with 20 potential clients on LinkedIn

Week 2

- Create 2 more brand concepts in different industries
- Send 10 cold outreach emails (with free concepts)
- Respond to every comment/DM

Week 3

- Launch on Upwork/Fiverr (to build initial reviews)
- Post daily content showing your process
- Follow up on all outreach

Week 4

- Evaluate what's working
- Double down on best channel
- Aim for first paying client this week