

Foreign Client Acquisition Guide.

# HOW TO LAND US CLIENTS ON INSTAGRAM

CLIENTS THAT WILL PAY N1.3M/MONTH FOR YOUR SKILLS IN 2024

This book will help:

- Copy Writers
- Video Editors
- Media Buyers
- Content Writers
- Social Media Managers
- Web Developers/Designers
- Product Designers/Managers e.t.c

PASCHAL MBAKA



# TABLE OF CONTENTS

## Introduction

- About the author
- What you should expect from this book

## Chapter One: Importance of Effective Offer-Making

- The Power of a Compelling Offer
- Common Mistakes in Offer Making
- Understanding Your Market
- Importance of Specificity in Offer-Making
- Crafting Your Offer
- Condensing Your Offer into a Compelling Sentence
- Action Steps

## Chapter Two: Refining Your Approach

- Capturing Attention with Concise Pitches.
- Developing Variations of Your Offer
- Enhancing Outreach Strategies
- Action Steps

## Chapter Three: Profile Optimization and Finding Prospects

- Profile Optimization for Client Perception
- Understand the Distinction: Clients, Prospects, and Leads
- Methods to Find Prospects
- Bonus Tips for Effective Outreach
- Action Steps

## Chapter Four: Advanced Outreach Strategies

- Outbound vs. Inbound Acquisition
- Effective Cold DM Strategies
- Using Loom for Value Delivery
- The goal of the initial DM
- Follow-up Pitch
- Action Steps

## Chapter Five: Lead Tracking

- Lead Tracker Copy
- Lead Tracking and Categorization
- Action Steps

## Chapter Six: Client Ascension

- Proven Steps for Client Retainership
- Action Steps

## Chapter Seven: The Hidden Job Market

- A Different Approach to Getting Quality Leads
- How to Explore the Hidden Job Market to Work For YOU
- Action Steps

## Chapter Eight: How to Collect Payment

## Conclusion



# ABOUT THE AUTHOR

**PASCHAL MBAKA** is the co-founder of Affisend.com, the no1 email marketing software in Nigeria, and Africa's top copywriter.

**Paschal** went from being a primary 5 Mathematics teacher to a highly sought-after copywriter who has worked with 7, 8 and even 9 figure Agencies and coaches based in the U.S and has generated over **\$100,000** for a single client using email funnels.



# INTRODUCTION

If you're reading this book, it only says one thing to me, that you have a skill you want to milk and earn more from.

In this book, I will put you through some rigorous exercises and optimizations.

I will share information that will allow you to close more clients and become a better freelancer.

My main focus will be on foreign clients because it's what you need to break out of the rat race and earn what you're worth.

To be honest, I think the number one thing holding you back is laziness and I'll help you see what is possible when you're not lazy.

I am not one of the coaches who write so many words to fill their books, I refuse to overwhelm you with theories and jargon you don't need.

At the end of each chapter, I will give you actionable steps that you can start implementing from today and start seeing results. So, if you want to get the most from this book, make a promise to yourself to actually implement what you learn here and not just add it to your knowledge bank.

If you religiously follow and correctly implement what you learn from this book, I'm sure you will find me to say thank you. Efforts have been put in to ensure typo accuracy, and any error found will be fixed on future publications.

Paschal

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## CHAPTER ONE

# IMPORTANCE OF EFFECTIVE OFFER-MAKING

### WHAT YOU ARE GOING TO LEARN

- The Power of a Compelling Offer
- Common Mistakes in Offer Making
- Understanding Your Market
- Importance of Specificity in Offer-Making
- Crafting Your Offer
- Condensing Your Offer into a Compelling Sentence
- Action Steps





## The Power of a Compelling Offer.

The single most determining factor of your business/hustle is what people stand to benefit from you, the higher the perceived value, the higher you potentially have to gain. Like I said earlier in this book, I won't be filling up this book with stories but actionable information you can find useful from the very start.

When speaking of an offer, we are talking about the results you can guarantee someone, what are you offering? What are you promising them?

And will this promise be of actual use to them, can someone make more than they pay you, that is the essence of this whole thing, whenever you reach out to a prospect, the first thought in their mind is **W.I.I.F.M.** it means **What's in It for Me.** When you reach out to them, they automatically assume you want their money, and they are not wrong.

People care the most about themselves, so why should they listen to you if all you do is talk about yourself and what you need from them?

“I am a direct response copywriter” is not an offer,

“I am an expert video editor” is not an offer.

“I am a data analyst” is not an offer,

When this is done, a copywriter will no longer be a copywriter but someone that will help you drive massive conversions and bring in millions in revenue in very little time using highly persuasive copy,

Telling me you are a copywriter has no meaning for a client, you can use it when your parents ask you what you do for a living.

You are not telling me a result you can guarantee.

The same thing applies to a lot of people you are reaching out to. What are you offering them? And how is your offer different from everyone else's? Does it make them rethink their current processes?

## **Common Mistakes in Offer Making**

I've had various people reach out to me wanting to work with or for me. They often start by sending long paragraphs in the DMs, or emails that mostly end up in my spam or get deleted, because when I read the first few lines, I do not see **W.I.I.F.M.** so I don't read further.

The same thing applies to a lot of people you are reaching out to; they're very busy people with very little time to spare so they scan your message, and decide quickly if it goes into the trash box or if you get a response.

What differentiates you from the hundreds of other people spamming them is this book you're reading now, because after spending a few minutes reading, you already know the importance of a compelling offer and **W.I.I.F.M**, and that puts you ahead of other people.

I will show you the proper way to reach new people, make your mark, and effectively follow up on them.

## **Understanding Your Market**

If you are new to the business, you're unknown and have little experience, one thing you need to spend time doing is analyzing and understanding the ins and workings of the market you are going into, and to help with your decision making.

There are a few questions you need to answer for yourself and they are as follows.

- Is the market in pain: are they actively looking for a solution, will I be solving a very crucial problem, am I even needed? If the pain is strong enough, you will have better chances of closing and only have to worry about being good enough to deliver.
- Are they easy to find: Is the market (including prospect) easy to find, if you are a videographer in a village of 5,000 farmers, what are the chances of finding clients that actually want to work with you? Is your work remote, where can you find them and how easy are they to find and reach out to? Are they even on social media? Each of these questions are extremely important to answer especially if you are still considering learning a particular skill to serve a market.

- Is the demand saturated or growing? Are people talking about it, do people still need it, are people making videos or complaining, what is the status of its demand, only you can find out.
- If it is growing, how can you best position yourself, how feasible is that? As an assignment, you want to reach out to your peers, get a mentor, join forums, school groups and join the conversation, that is the best way to understand what's working and where people are moving or plan to move,
- Last question on this list is, will you be fighting AI or collaborating with it in your work, if you will be competing against AI, forget about it, you have lost, but if collaborating and using AI makes your work even better, then that's a green flag. Never for once estimate the abilities of AI, before answering these questions, make your research and walk with fact and reality.

## **Importance of Specificity in Offer-Making**

There is a popular saying that goes “When you try to appeal to everyone, you end up appealing to no one”

Specificity is important. If you're looking to play the big money game then you're going to be reaching out to businesses who have the money to pay you and these networks of people are highly intelligent, they can tell when you're sending bulk messages. So, specificity is your best bet even if you are sending bulk.

# Crafting Your Offer

Before making an offer, which is one of the things that move the money needle, you need to define:

1. Exactly who you want to serve
2. Research and pinpoint the exact problem you can solve for them. When making an offer, state clearly what you are offering, and the kind of results you can guarantee to someone that would catch their eye immediately.

## Condensing Your Offer into a Compelling Sentence

Condense your offer and turn it into a sentence, adding an element of intrigue to it that will get them curious. That will make them want to reach out to you and know how you can do this. E.g. as a copywriter, instead of saying, ***"I write copy"*** in my bio, I could say;

***"I Will help you add an extra \$20k/month to your e-com coaching revenue".***

***"I work for free"***

***"I helped an e-com coach generate \$100k in 4 months using email funnels. Dm to see how."***

***"Helping Amazon FBA coaches write email funnels that bring in an extra \$20k a month, \$100k generated for the last coach, ask me how."***

There are a lot of variations to this, but one thing that stands out is calling out the people you want to serve. And get as specific as you can, so when you make an outreach to the person, or you follow their page, and they see you, they will pick interest at once.



## Action Steps:

**If you can, write these out, and answer them for yourself, on a piece of paper.**

1. Think of a problem you will solve for a person/business.
2. Pinpoint the main problem they are having,
3. What offer can you make to solve this problem?
4. Condense your offer, make it short and punchy.
5. Binge on this as you figure it out:

<https://youtu.be/pxVeOkOVr2w?si=qCXi5Rfg70yklqE7>



# **CHAPTER TWO**

## **REFINING YOUR APPROACH**

### **WHAT YOU ARE GOING TO LEARN**

- Capturing Attention with Concise Pitches.
- Developing Variations of Your Offer
- Enhancing Outreach Strategies
- Action Steps



## Capturing Attention with Concise Pitches

When you could pitch a prospect, I want you to know for sure they're going to check your profile, leverage that and make your profile a powerful pitch.

You have to gain attention first, before making a pitch. There's no exact strategy for this except you catching their attention. So, what I want you to do is create something short that can fit your social media bio, I have already explained this.

You should always test out different strategies for getting people's attention, when you send someone a DM on Instagram, it's on the request folder. What would you write that would pique their interest enough to move you to their inbox? You might have to test a lot of things but your core offers for the most part, once you figure it out, always remains the same for a long time.

Make it short and also attach it to your bio so that while you are testing out other methods of sending DMs to people and getting them to respond to you when they look at your profile, it makes a second pitch.



***“Make It short, make it punchy, get them intrigued.”***

## **Developing Variations of Your Offer**

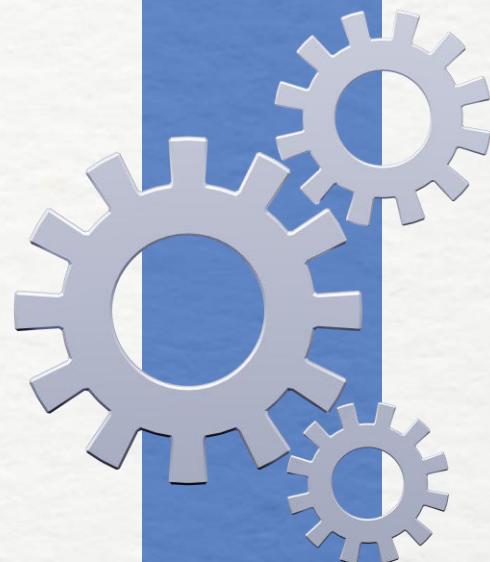
Since you'll be reaching out to various prospects in your chosen industry, you should have different offers tailored specifically for each prospect and deploy each one to your bio for that particular segment of people you are outreaching to.

On my notepad, I have different DM pitches and different offers and Every week, I take one out, depending on the type of people I'll be reaching out to.

We will still talk about outreaching strategies, and how you should go about then One step at a time.

## **Action Steps**

1. Create a short punchy variation of your offer that can fit in your bio.
2. Think and create different variations of your offer, as a pitch and a bio, document it somewhere, (extremely important)
3. Always optimize your bio and have it tailored to the type of prospect you're outreaching to



# CHAPTER THREE

## PROFILE OPTIMIZATION AND FINDING PROSPECTS

### WHAT YOU ARE GOING TO LEARN

- Profile Optimization for Client Perception
- Understand the Distinction: Clients, Prospects, and Leads
- Methods to Find Prospects
- Bonus Tips for Effective Outreach
- Action Steps



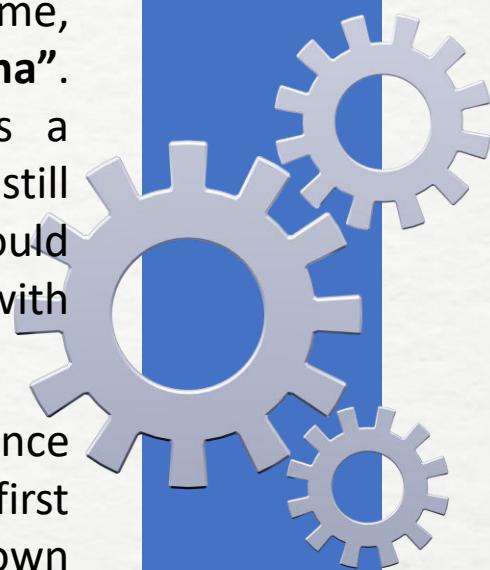
## Profile Optimization for Client Perception

Profile optimization for international clients is a lot different than it is with local clients. International clients tend to judge you based on your profile. For this reason, when I newly started freelancing, I didn't have many of my pictures online. I mostly had some things I thought were okay, but I mostly just saturated my Instagram account with valuable posts, like tips and how to write and optimize copy, things I felt they would really need. And that was how I was able to cut through.

When you send someone a DM, the first thing they look at is your page, before they decide if they want to reply to you or not.

There's a stereotype that causes international clients to regard Africans as low quality. I wish I could tell you something different but that is a truth that I have experienced first-hand. It gets even worse if you are a Nigerian like me, and have to deal with the "**scammer stigma**". You might have the same skill set as a colleague in the US, and these people will still want to pay you less than what they would normally pay someone who is there with them.

This changes if they've had some experience working with Africans. But if it's their first time hiring an African, they tend to look down on you. It becomes your job to change that narrative. The sad reality of life is that people want to give their money to people who don't really need the money.



If you look like you need the money, they are less likely to want to give it to you. The point here is this: no matter what, do not appear needy, you have to show up properly, and you have to show the best part of yourself. You won't meet in real life 99% of people you meet online, so people only see what you want them to see, and they judge you by what you show them.

You don't have to tell anyone that you've not gotten your first client, or that you're not getting clients. You don't have to show people that you're broke. You don't have to show any of those things.

Appearing your best self is not fake life, you are not claiming to have what you don't have. Always appear your best self. The chances of you meeting with your clients in person is 1%. they will never come to meet you.

Now since the picture they have of you is built from what they see online, and how you present yourself, you want to appear as your best self. Nobody is interested in your selfies, everything you post online should be strategic.

No matter what strategies I give you for outreach, you will still be judged based on what you have on your profile. Even if you have the best tactics or the best-case studies, if someone takes one look at your page and you are not looking like what you say you can do, they are simply going to move on to the next person.

For Instagram, you don't have to overcomplicate things. Simply look your best online, get a professional profile picture, go to the beach, go to a nice restaurant, go for an adventure if you can afford all these things, it doesn't matter if you have just one or two pictures of you on there. Just have something, and have something nice.



## Understand the Distinction: Clients, Prospects, and Leads

One very astonishing fact I discovered is that lots of people don't know where to start in looking for prospects.

Let's start from the basics because I have realized that people confuse these three words:

**Clients, Prospects, and Leads.** They use them interchangeably and often incorrectly, I am also not innocent because I unknowingly interchange the words but when in serious convos, I am very aware of these things.

A prospect is someone who is capable or qualified to be your client and work with you.

This book will teach you how to find your prospects, I will show you how I use social media to find prospects, and how you can do it too. People who "might be interested" in your service are your prospects.

So, let's say someone opens your dm and responds, in a way that slightly suggests they could be interested but not at the moment, that is when they become a lead.

If someone sends you a DM and asks you for a case study or work samples, shows some kind of interest by liking your message, or maybe even reacting with an emoji, they are probably so busy that they just read it, and haven't said anything. They are also your lead.

If they have interacted with your message and they haven't said "not interested" because, in freelancing, people will read your stuff, and still be unsure if they are interested or not, what you look for is closure. **Until somebody tells you no, I am not interested**, then you know they are not interested.

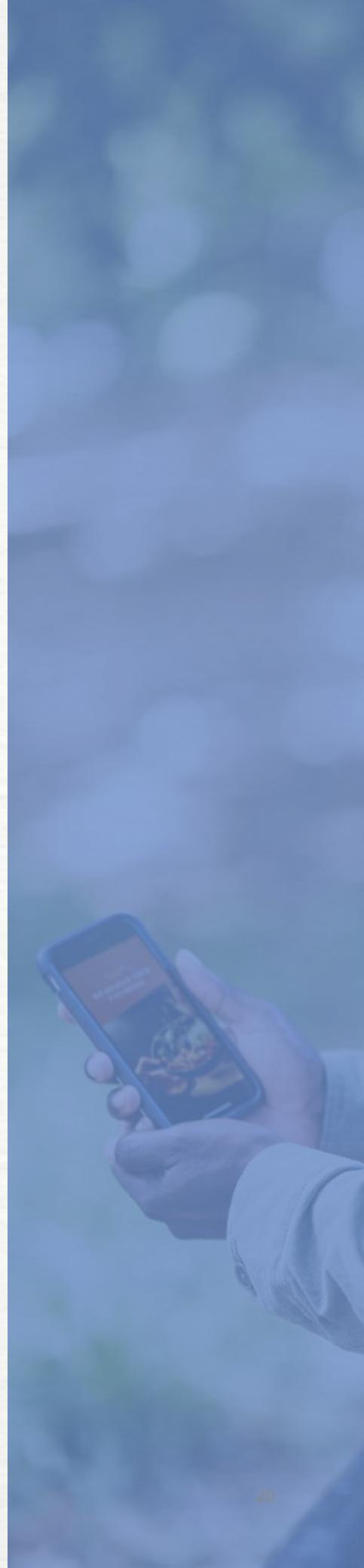
When I'm outreaching or following up with people, I always try to let them know that if they are not interested, they should please reply with "not interested" and I will stop messaging them.

When they read my message and don't reply with no interest, I will still consider them a lead because even if they did not say yes, they still haven't said no.

I don't take maybe as an answer.

So, if they open my message and I know they've seen it, they automatically become a lead because they've not rejected it and are not offended. Until they block me, I will keep messaging. **That's number one.**

So, a prospect is somebody that might be interested, a lead is somebody that has shown some sort of interest, then; A client is somebody who has paid you some money whether in part or whole.



If you guys are still drafting contracts, they are not yet a client, they are still a lead and a lead can be with you for three months. Next discussion is how and where do you finds your prospect.

## Methods to Find Prospects

I'm going to show you several places to find prospects, you can further your research on these locations and strategies to become better.

### 1. Facebook Ads Library

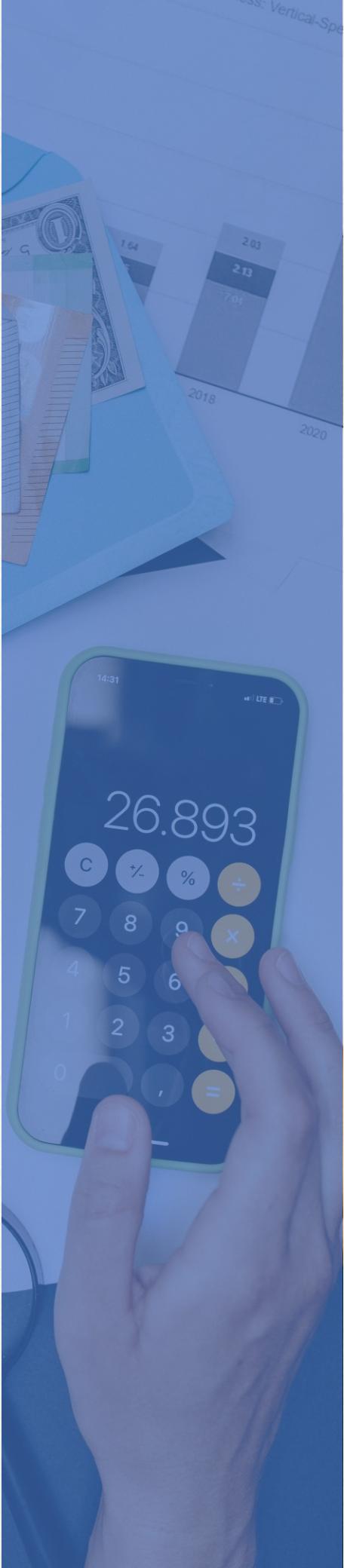
<https://www.facebook.com/ads/library>

If that link is broken you can just google “Facebook Ads Library”

- Set your location to the United States or country of choice,
- Click on all ads, then put in a keyword relevant to your niche or service, and it will start showing hundreds and thousands of adverts currently running on Facebook depending on the available advertisers at the time, you will see different brands



A good indicator of a potential client is that they're actively trying to acquire new customers, which is why they're running ads. I personally feel they are most qualified unlike some businesses that rely entirely on word of mouth and aren't proactively working on their business.



A person running ads is more likely to give you a listening ear, you now have to click the link in their ad, head over to their Facebook or Instagram page and do relevant research.

When you locate a brand that qualifies to work with you, or you think you can help the most, your research should be bothered around places you think you can help improve or overhaul. Basically, a unique solution you can bring.

Look at what they are selling, find out all there is to know about them, things you can correct, or suggestions you can make, anything that might be leaking in their business, painful enough to be paid for (this is you qualifying them).

If you find a brand that is qualified (Have a pressing problem you can solve), what you do is start trying to find the person in charge of their marketing or someone most likely to decide on the service you're offering, but overall, the CEO is the guy that calls all of the shots.

If you are a copywriter you can start looking for their CMO or you can start looking for the founder who can easily bring you in, and introduce you to the team if they have one.

If you're targeting a well-organized team, you'll most likely be paired with a supervisor in the early start Over time, they'll trust you enough to deliver accurately or on time.

You can also Use <https://hunter.io> It's a software you can use to find the email address of people working with the company.

Create an account on the website. They have a free version you can start with, 25 searches. if you find a qualified company you can work with from Ads Library, take their domain name (theirwebsite.com), put it on hunter.io, it will find email addresses linked to that domain name.

But how do you know who the CEO is, this is how I find out

## First,

- I'll copy the company name from fb ad library,
- Go to LinkedIn, look up to the people working there,
- Locate the name of the CEO, CMO, founder etc.,



I'll note most important roles and names, Suppose the founder's name is Paschal,

- I'll go to <https://hunter.io> Input the domain name and locate the name that matches the ones I saw on LinkedIn. You will be on the lookout for anyone that says Pascal@company.com. You get the name, you document it and you go back to the Facebook Ads Library and continue. Do it till you exhaust your hunter.io subscription for the free version. By now you have also made some research on each company, and located the problems you can solve.
- Document that as well on your lead tracker column.
- Get 10-20 email addresses of different brands you want to work with. Then draft a proper plan of how you can help them, and do some samples for them so that when you are reaching out to these people you are going with something tangible. Do whatever applies to the service you are rendering, if you are a video editor, make a sample,
- Go to their YouTube channel, see if they make videos, or if they've been on a podcast,
- Take clips from them and edit something impressive (This is you adding value first).

When you go to them with something tangible and send an email, you can send them the free sample that is already tailored to them. You are not just sending them a sample of your work that they can't relate to. Before reaching out to them, do your background research.

To land a client you have to put in the work. If you can impress someone ahead of time, they will see that you've shown enough dedication and they will take you a bit more seriously.

You can tell them you are giving this to them for free, they can use it and see the results it will bring. Then you can follow up on that.

Or, you can document everything in your lead tracker (Make a copy of this)

[https://docs.google.com/spreadsheets/d/1NaGLfALf264q9mkaYcg7OvT8Gk\\_IxdN7gjt9](https://docs.google.com/spreadsheets/d/1NaGLfALf264q9mkaYcg7OvT8Gk_IxdN7gjt9)

Just have a diary where you track these things, you have the company details, and the offer. You can use a Notion dashboard for this. Create a Notion page, and keep all the data there. You can follow up with them every weekend. Reach out on a Friday, Saturday, Sunday, Monday, then leave it for another week.

## 2. SEO based search.

We have looked at how you can use the fb ads library to find prospects, but the outreach method in this section works very well if you have identified the exact person you want to work with.

Personally, the people I've worked with in the past include E-commerce coaches in the US who have courses on drop shipping, and how to start up E-commerce brands and I help them write campaigns to sell their courses.

When I want to find people like this, I go to platforms with SEO search features like Tiktok/YouTube.

If you go to any of these platforms you will find people who make content that suggests they are E-commerce coaches.

## **Pay attention now-**

I search for these prospects like I am their target audience, if I'm somebody who's actively looking to learn drop shipping, what is the kind of content that I'll be searching for online?

**Side note:** You need to understand the market and everything there is.

So, I will easily make a list of the steps required to start that business my prospect is into, e.g. For drop shipping, I need to find a winning product or learn how to find one;

- I need to create Facebook and tiktok pages for it,
- I have to build and optimize a website
- I have to learn how to run ads for e-com,
- I need to understand fulfillment
- I need to learn how to handing shipping,
- I need to learn how to white label
- I need to know how to scale an e-com
- I need to know how to wiggle my way out of account bans
- What else,
- I need to know how to replicate this with ease, build systems, hire people.

These are 10 different points a coach can create content on, these are what newbies will be searching for, chat-gpt can even help me generate more questions.

So, if I want to find my prospect, I will find them using their content, the first thing I'll be looking for is how to find winning products. So, my key word now is "how to find winning products for ecommerce.





I will type that keyword and go to an SEO based platform such as Tiktok and YouTube, and input it in there, Videos will begin to pop up, you can also filter based on relevance, or time posted. You will not find a beginner talking about it. You will find somebody who is already a coach, talking about how to find winning products, and for somebody to be talking about how to find winning products, it means they have some kind of class they are promoting most of the time.

This is how I find some of my clients on Tiktok and YouTube and from there I find their IG.

I just go to their profile, head to their Instagram, and start my work. I begin reaching out to them.

But a more efficient way to do this is;

Find their Instagram, copy the link to their profile, including their names, and record it in your lead tracker. That way, you can allocate time to each activity. e.g.,

- For the next 3 hours, I will only rotate key words, find clients and record, nothing else.
- Then at night, I will start outreach to them from the link, for about 3 hours.
- The next day I resumed finding key words, searching, documentation and repetition.

Asides practicing your skill, this is what you should spend most of your time doing, If I send a pitch and after a week my message has not been opened, Then I will do it again, I will keep following up until they recognize me, and ask questions.

## BONUS TIP FOR EFFECTIVE OUTREACH

### Social Media Verification

Just having a blue checkmark puts you at a great advantage with international prospects. These people receive cold DMs, and believe me when I say this, they always check their request folders all the time, especially if they don't have their email address in their profile.

If you don't stand out, you will get lost in a sea of DMs. If you send a message and they see a blue checkmark, they will check your page.



John Doe ✅  
@anonymous john

A blue checkmark gives you a better chance of them clicking on your DMs and reading it at least then have them consider if they want to move you to the primary folder or not.

But if you don't have a checkmark or you don't have a profile picture, most times they will not open it and even if they do they would skip and delete it. So, if you can verify your page, verify it, be it Instagram or X, choose anyone, it will help a lot.

*(Not that you can't do without it, I have started conversations with it)*

## How to Verify Your Instagram

If you are using an iPhone, you might not be able to pay for verification at the time of writing this due to card rejections. Use Android or Google Pay.



## Action Steps

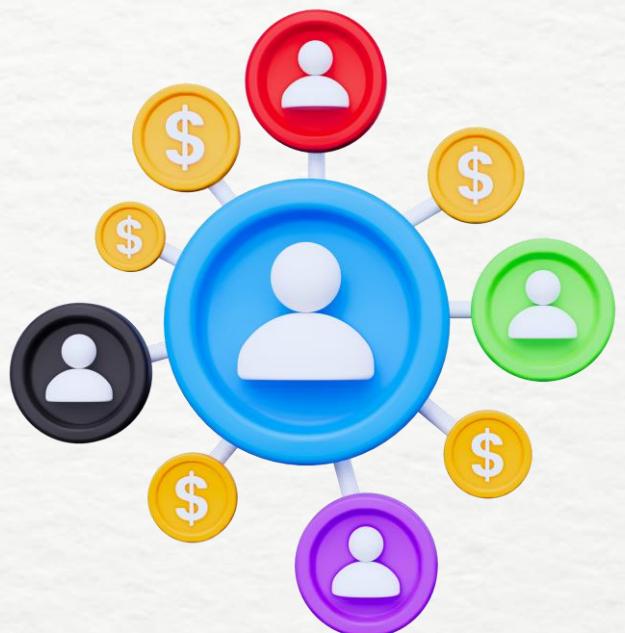
1. Use these newly learned strategies to find at least 200 prospects.
2. Get a verification for one of your social media pages.

# CHAPTER FOUR

## LEAD GENERATION/ACQUISITION

### WHAT YOU ARE GOING TO LEARN

- Outbound vs Inbound Acquisition
- Effective Cold DM Strategies
- Using Loom for Value Delivery
- The goal of the initial DM
- Follow-up Pitch
- Action Steps



Lead generation means the processes you go through, to get in contact with people who could be interested in working with you or buying what you sell, and ideally, there are about 5 of them;

- a. You can send out DMS or emails to people.
- b. You can post content on social media to get seen so they reach out to you instead.
- c. You can run paid ads to get in front of them.
- d. You can ask for referrals from past customers.
- e. You can use affiliates.

All these are categorized into two; **Inbound** lead generation, and **Outbound** lead generation. I will now explain what these means,

## **Outbound vs. Inbound Acquisition**

Inbound lead acquisition is the process you take to get clients to reach out to you by themselves, while Outbound acquisition is you reaching out to people who are not necessarily in your network.

Let's look at some of them.

### **Content Creation – Inbound**

Most people reading this found me one way or another from the content I put out. I didn't necessarily reach out to you, most came to me requesting for this book, or you clicked on some link on my profile.

Content creation is something I'm still trying to go all the way in on, although I'm already getting a little bit of result from it. When you create content, you build up social proof, it is going to become the CV of the future.

So, I recommend you start doing something on Instagram or any social media of your choice.

For copywriting client acquisition, I personally prefer Instagram, I love Instagram so much. It's really easy for me to scan through people to understand their view on life and know what kind of people they are compared to Twitter/X and LinkedIn.

Not everybody reveals their lifestyle or something you can use as leverage to get to them. But on Instagram, there are a lot of people that when you check them out, you can quickly understand the kind of people they are and know how best to approach, Besides, I dont have to pay to get access to people's dm as in the case of LinkedIn.

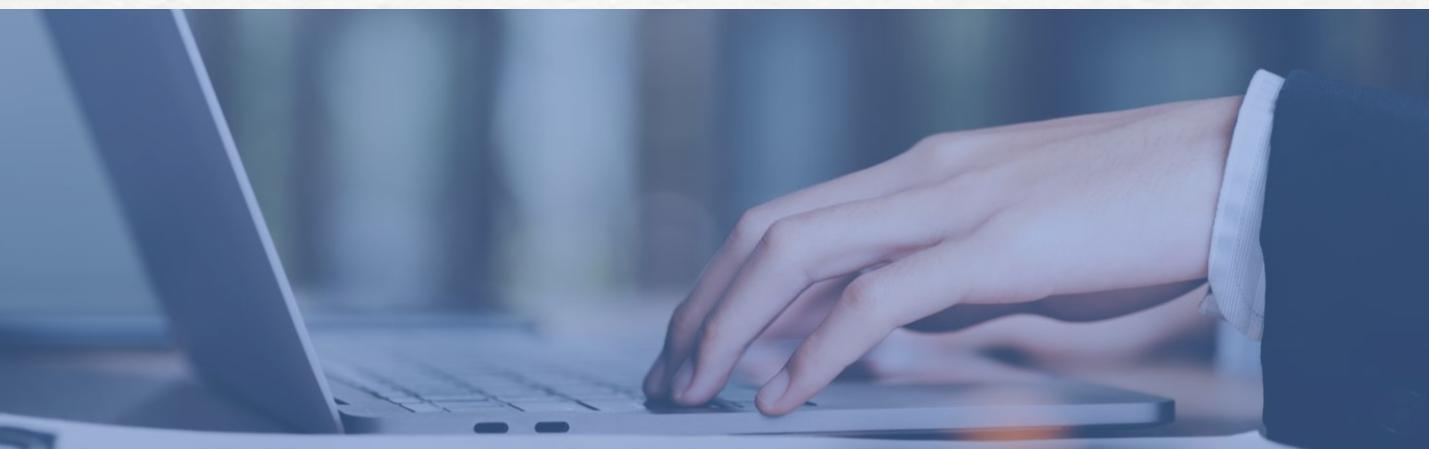


Back to the topic,

Content creation is important and it will help you in the long run. Unfortunately, people judge you based on the number of followers you have. Take for instance.

And that is something I've been building. I advise that you do the same thing. Even if it's just one content a week or one content a month on any platform of choice, just make sure you're putting something out there no matter the interval, Sometimes I get too busy to create content but I have a few things on my page to validate what I do, It doesn't have to be perfect, over time you will see yourself improving, take it from me, it gradually gets better, and I'm always learning new things.

When you create content, you won't even have to advertise yourself. People just reach out to you and trust me, they are easy to close when they're already convinced. They are partially convinced that you can do this stuff and that's why they're messaging you. The only objection you might have is pricing and you guys can easily sort through that.



## Affiliates – Inbound

This is one of the methods I have used to get many clients and you can use it for yourself.

Here you reach out to other people who share a similar target audience, this could be within the same field or related field, and introduce yourself and the service that you offer and promise them a certain percentage or incentive.

As a copywriter, I usually do this with website designers, developers, media buyers (people who help businesses run ads on social media), virtual assistants, ghostwriters, and sometimes marketing agencies who want to outsource gigs.

These people are usually in contact with a lot of offer owners and sometimes these clients might want them to refer good copywriters. I know this because, as a copywriter, clients ask if I have contacts of media buyers and other related services. I reach out to these related industries and tell them, I have gotten this result for people. If you refer a client to me, I am going to give you 20% of the total package.

Now, you might be a graphic designer, a website developer, or a web designer. You can reach out to graphic guys who want to outsource due to heavy loads, you can reach out to copywriters, you can reach out to content creators. In case any of their clients want your service.

This is how you use the affiliate method to get more people to yourself. And when people reach out to you from referrals, they are very easy to close. So, note this thing down and implement it.



The blogging method is an inbound method where you write blog posts. This is a long-term strategy. And I doubt that's what you really need now. However, writing blog posts on your website and talking about your services in the form of an advertorial will help you bring in leads.

An advertorial is in the form of an article disguised as an informative report but is actually an advert. People don't usually know the difference.

This is an effective but slow method to get inbound leads but you need to give it time. This one can take six months to start flooding you with business, but when it starts, there's no slowing down so far you keep ranking on a very relevant subject.

## **Running Ads – Outbound**

Another method is running ads. You can run ads if you have built enough authority on your page, like on your Instagram page, you can run ads and pitch your services to people. It's one of the fastest ways to land clients, but it's expensive for beginners, running ads to target US clients is very expensive (cost per lead is on the high side) and a beginner might not have enough funds to pass the ad learning phase.

But, it works if you are ready to dance the pay-to-play game. Before you do so, make sure you already have very valuable niched-down content on your page, when you run ads, people tend to scan through your page before reaching out to you.



Now, we are going to discuss the boss of them all, the reason why you got this book, The fastest, beginner friendly, result-producing method of landing clients.





## Effective Cold DMs Strategies

Cold DM as the name implies involves sending out DMs to strangers in a bid to get them to reply and work with you. You can do this on LinkedIn, Instagram, and X (Twitter).

However, I have gotten the most results from Instagram and that is what I will be discussing the most, however, you can still apply some of the principles discussed on other platforms and get similar results. There are three methods for Cold DMs, and the third method has gotten me the most clients.

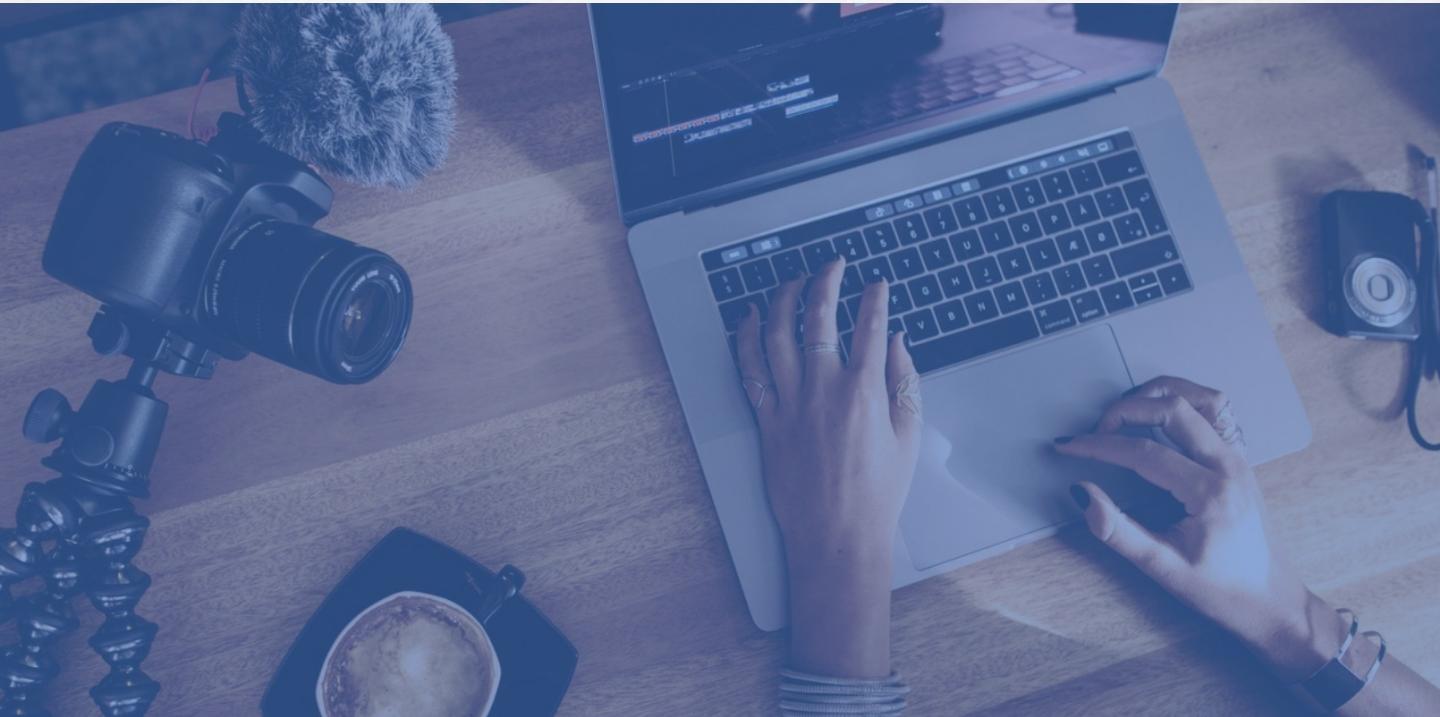
**First** is just sending them a long, plain DM with your services, trust me, it doesn't work as often as it used to, unless you are very creative and can get to the person.

**The second thing** I do is to shoot people a voice notes, this works more than the first option because it is different and they're exactly expecting a voice note from a random stranger, it has some element of curiosity.

However, if you don't have a good English accent or sound funny, you can skip this method because you need to be fluent to some degree when reaching out to people using voice notes so they take you seriously, or you can just give it a shot, it wouldn't hurt.

No matter what you do, no matter what you say, all a client can really do is to ignore you, so dont be afraid to get personal and focus on the "What's in it for them".

Before sending someone a voice notes via cold DMs, I advise that you rehearse and process what you want to say. Open your phone, go to your voice notes, and rehearse what you want to send.



## **And the third one is a Video intro.**

Video intro means you take out your phone with a good camera. You get a good background and make sure you are looking okay. Make sure everything looks good, nothing too flashy, or dull, you don't want to look dry and unpolished. Make a video, be yourself, and introduce yourself in a friendly manner and in a very good way.

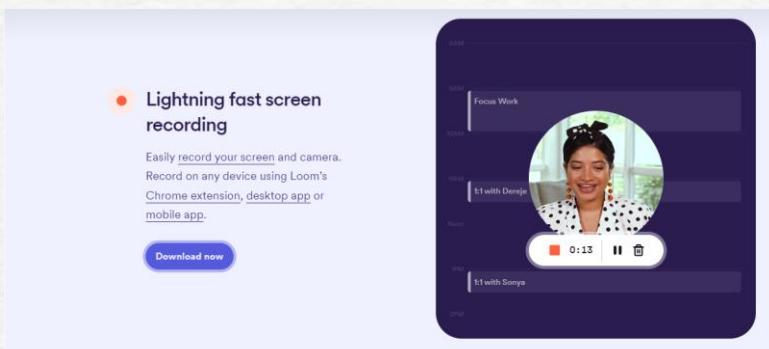
This works so well because nowadays, people are rarely present, Things are now automated, and people automate their DM responses and schedule their posts. I've said it before and this is a reinforcement, the people you are reaching out to are smart and some of them do cold DMS as well, they know when you're sending in bulk, and they know all the strategies you can come up with so the best shot you have is to be as authentic as possible.<sup>37</sup>

So, when you make a video, you actually mention their name and tailor the message to them alone, they would know that this is for them and that you mean business. Make a video in such a way that, if you took that video and sent it to another person, it wouldn't make much sense.

Make it relevant to only one person - the person you want to reach, then send it to their dm, if you have their email, you can let them know you sent a dm, attach your username and what they should expect in the video.

Personally, the kind of DMs that have worked for me suggests something upfront. You should always lead with value. When I say lead with value, I mean you are trying to extend a helping hand to them. This help can indicate you're pointing out a mistake you noticed on their profile or their funnel. No rush yet, there are different ways I use this video intro method so read to the action steps before taking any action.

## Using Loom for Value Delivery (Loom.com)



Loom is a platform that allows you to make instant screen recordings you can share with people, Be it for whiteboards, presentations, memo etc.

And you can know when someone has checked it out. A Loom video is something you can use to back up the DMs you've already sent.

For instance, I shot a voice note to this Polish guy in the US. He's an E-commerce coach, and he speaks English, his written English is not so perfect, so I reached out and told him that I could help him, I talked about several points he can fix on his existing page, then dropped a text and asked him to respond if he would like me to record a video to point it all out.

When he did respond, I took my time and made the four minutes Loom video the loom video went over everything he needed to fix, and I pointed out how I would fix it if I were to do it myself, Then I invited him to get on a call with me if he'd be interested in that so I can know more about his offering, Or he can send the loom link to his team to fix it (so I don't look needy). Or he can send the loom link to his team to fix it (so I don't look needy).

He only dropped a "like" emoji on the video, and never responded for nearly a month, until I sent went into his funnel, got his reply email and sent him an email. I closed him there without ever getting on a call.

Do note that all of this has to be about 30 seconds and at most 59 seconds because 1 minute is the maximum you can send for a video intro and the same thing applies to voice notes.





## The goal of the Initial DM

The goal for your first message to people is not to land the client or convince them. The goal of your first DM to a prospect is to get a reply, any reply at all. You see, when you send a first message to anyone that's not following you, your message goes into the **"request tab"** and they won't be getting any notification from you. In some cases, you won't be allowed to send a second DM.

For them to reply, they have to click on accept, the moment they click on accept and reply, any message you are sending from then onwards will trigger a notification (Unless you get muted intentionally). then you start to follow up.

When you're sending your first DM, don't just be like everyone by saying, **"hey, is this a place to ask questions?"** That script is saturated and overused. Don't waste their time. Just go straight to the point, fire on, and lead with suggestive value.



What do I mean by a suggestive value? You need not just introduce yourself, no one gives a damn about you. Remember WIIFM. So, when sending a dm, go with value. Offer them a suggestion, remember that people hate to be criticized, you don't want to be on their wrong side, or have them being all defensive.

- Don't tell them they are making mistakes.
- Don't tell them they did something wrong.
- Don't put yourself above them.
- Don't be a smart ass.
- Don't pretend to want to be their friend. Just show that you're worth listening to, and do it in a very friendly or respectful way.

Here is a common script I use that gets opened. Be creative, and don't copy me verbatim, most dumb people will do so, making it saturated.

**"Big boss, hey man, hey mate, bro, their name.**

How's the hustle, how are you doing? I'm not here to sell you anything, just love what you are doing, and I wanted to make some suggestions you might find useful.

So, I was looking at the link in your bio, I've checked it all out and its pretty solid, But I also checked out (**competitor that is doing better that they might know or follow**) and his funnel structure, And I think there are a few things you can implement and beat their funnel cos he's crushing it big time.

First off, I noticed you were sending people straight to your \_\_ (**discord or YouTube**), I was thinking if you had thought of building an email list from all the traffic you are generating with manychat, You can send people to a professionally built opting page from your dm, they will give you their emails, and you can automatically redirect them to your (**initial - discord or YouTube**) So that you can notify them whenever you release a new video or making an offer, Emails are crushing it right now, and I think you missing out great deal.

If you already have a team on standby, you can just send this to them so they can hop on it and fix it for you, I know this thing works cos I did it for (**tag someone you worked with or just mention the name who has thousand followers**) And it's bringing in about 13 grand a month. He was not doing that from emails before,

I wish you the best bro".

Notice how I didn't try pitching him, this is what I meant by suggestive approach, you can say all these in less than 60 seconds, using your camera app, Orr, if you are confident enough, you can just enter their dm, and shoot the video. If they respond, you can offer a loom video as usual, to offer more clarity on how you can do it. If they are hyped, you can just move them over to WhatsApp.

***“Note: Google drive link to my pitch samples will be made available on the action steps.”***

## Follow-up Pitch

Most times you might not get an immediate response, but once a lead shows the slightest interest like accepting your message they are now a lead, and then you start to follow up, remember, the quality of your leads is dependent on the kind of first DMs you send but Never accept a maybe, make sure to get a yes or a no, and if someone doesn't say yes or no, you don't have closure.

It's better to be rejected than to be ignored. If someone is going to reject you, make sure they say no, not interested, then at least you know they are not interested and you move on. Your ego or pride won't get you anywhere, so close your eyes and stalk them. If you do that well enough, they must notice you, they are human beings. Tease them, send customized jokes. Make a drawing, snap it, send it to their dm.

If you wanna go extreme, draw him and his girlfriend in a funny way, attach their names and tie it back to how you can help him make more money and spend more time with the love of his life. If you do it long enough, you will get what you want, a solid no, a maybe, or an “ok let's do this”. Wherever it lands, you will get some closure or a reason to stop or continue. If you get blocked, even better.

When I'm following up with a prospect, I always let them know that if they are not interested, they should let me know so I can stop following up. If they read that and ignore me, then they are probably interested, but there's an objection that is making them hold back. They might not be mentally prepared to commit to anything financially at that moment. They might not have the chance. It might sound overwhelming.

With your follow-up messages, you can keep massaging them, nurturing them, and addressing any objection you think they might have until they see a reason. Everything is all about the right timing.

Speaking of timing, let me throw this in. Go to the world clock section of your phone, and add the countries your prospects are, you can know this by following their socials then try to estimate where they are. On my phone, I currently have Sydney, Los Angeles, Miami, Dubai, and New York. Nigeria is the same as London.

I make sure I see all the time zones I need so I know the right time to send these people a cold DM. For the time zones I mentioned except for Sydney, the best time to start sending DMs is from 5pm in the evening, Nigerian time.

Everyone except Dubai, who will be there by 8pm or so, are all in boring times when they use their phones. Your prospects are getting similar cold DMs every day, so you want to send your message during the daytime when they're active and possibly online probably scrolling through their phone.

If you do it at night, by the time they wake up, cold DMs from other people must have overshadowed yours. If they see your message in the request tab, they can easily check out what service you're offering, ideally, so you can start your outreach between 5pm to 8pm, all the way to 2am in the morning.



## Bringing it all together...

Here is what my typical outreach structure is.

1. I use any of the methods discussed in this book to identify the prospect.
2. I perform research and find out ways I can be of help to them and things I can fix.
3. I go to their personal or backup Instagram account.
4. I get them to reply by complimenting their work or personality, and asking if I can send over the solution or suggestion I have. (which is meant to get me into their inbox).
5. Once they reply, I record and send over a short loom video showing everything, (suggestive value).
6. After I get their response, I will let it marinate for two days, 3 days to one week. (Based on the date I have on my lead tracker).
7. I will write a customized video script, memorize it and record a video intro.
8. I will send the video intro, so they will see me, and feel my charisma, eagerness, and personality.

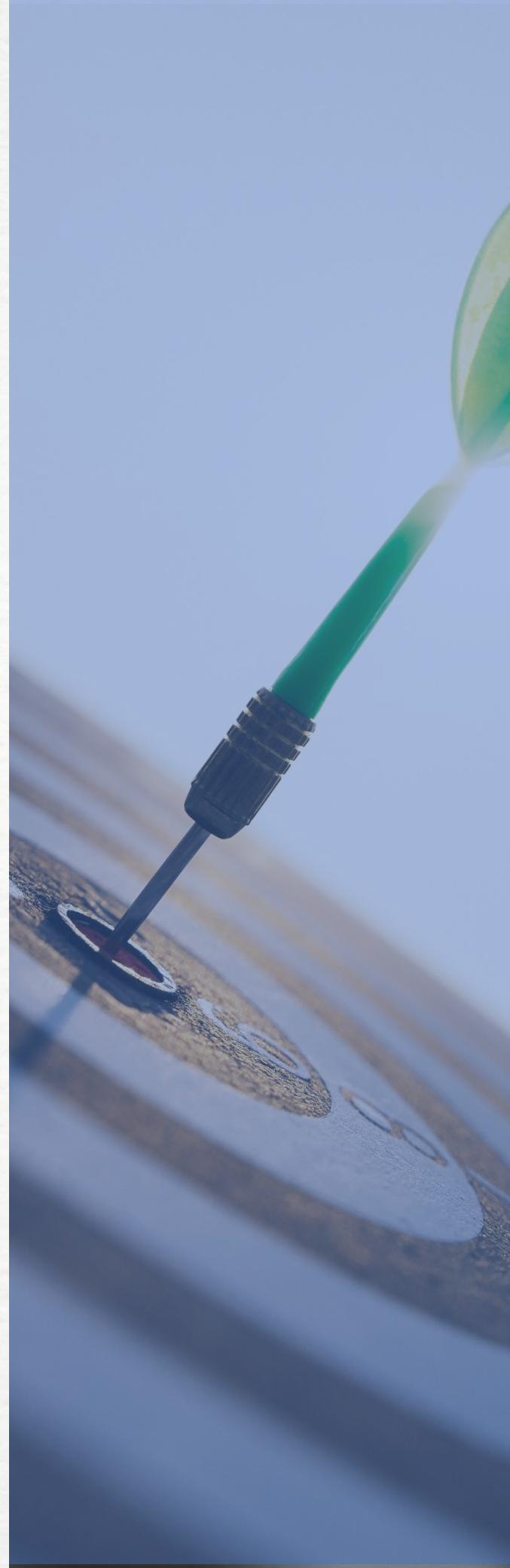
(video intro like this one here:

<https://drive.google.com/file/d/1xuvamifYsrXHmNYKYoDgojwi02iYU08Y/view?usp=sharing>)

Do not look cringe, feel free to try this on your phone multiple times, 10, 20 to 30 times if need be, once you find a perfect video, send it to them and wait for them to see it, be respectful, polite, smile, and show no signs of desperation.

Once they see the video, you can send them a [calendly.com](https://calendly.com) link. Check YouTube for tutorials on how to use loom and Calendly. If they successfully schedule a call, it's not a must that you turn on your camera, unless they request it. It will help you stay confident if it's your first time. I love to turn on the camera first and ask them in a funny friendly way ask them to turn theirs on so we can get familiar.

This builds confidence and helps them trust you more. Have a good background and lighting. On the call, try your best to collect their personal email address and request for payment on the call if they seem serious.





Once again, here is my video intro:

1. <https://drive.google.com/file/d/1xuvamifYsrXHmNYKYoDgojwi02iYU08Y/view?usp=sharing>

For this one, I already sent a loom video, which got acknowledged prompting me to follow up with the video above. Now I have a second intro video, and the reason why I am showing it to you, is so you will compare my composure and fluency.

For this second one below, I was just starting out with video intros, I wasn't as confident, made a lot of more grammatical blunders but guess what, I still got a reply and also got paid. That is to say, if you are fidgeting on video, use this one as a consolation and know that over time, you will get more confident and you will get better at it. "Looking back at it, it's so cringe. Here you go, dont laugh.

2. [https://drive.google.com/file/d/1nm-58-73lnbUkIEKt-XAaPRqqpw3\\_pbP/view?usp=sharing](https://drive.google.com/file/d/1nm-58-73lnbUkIEKt-XAaPRqqpw3_pbP/view?usp=sharing)

## **Bonus tip:**

It might be in your best interest to land retainer clients once you get really good at your skill.

When you successfully work with a client on a small offer, make them an offer to work with them on a per month basis, and one way to do this is by pin pointing areas of their business you could potentially work on, help them see reason why paying others for this won't be a good financial choice.

This is exactly how I got my current retainer client.

- I wrote a few emails for them, did a landing page and got paid off,
- Followed up on them a month later after seeing their ads on the ad library, they were running over 20 ads at a time.
- I made new AD samples, with better copy,
- Sent it over to them and pitched myself on why they should have me on retainer to make new ad copies for them.
- I also pointed out their blog section, it was empty, I pitched them 20 blog posts a month, and told them how it was good for long term SEO.
- I also pitched new landing pages for AB tests and so on.
- I followed up every week, and One month later, they saw I had a point, hired me.

And I still work with them, A multi-million-dollar agency.  
This is called **Client Ascension**.

One pay is not enough, when you deliver on one gig, it means you can be trusted with more, take advantage of that.



## Action Steps

1. Reflect on all these, and figure out where you are leaking.
1. Without using my example, explain what a suggestive outreach is, and tailor your example to your own offer. Do it now

# **CHAPTER FIVE**

## **LEAD TRACKING**

### **WHAT YOU ARE GOING TO LEARN**

- Lead Tracker Copy
- Lead Tracking and Categorization
- Action Steps



# Lead Tracker Copy

Here is my lead tracker: I'm giving it to you for free, make a copy.

[https://docs.google.com/spreadsheets/d/1NaGLfALf264q9mk\\_aYcg7OvT8Gk\\_IxdN7gjt9lv14v6A/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1NaGLfALf264q9mk_aYcg7OvT8Gk_IxdN7gjt9lv14v6A/edit?usp=sharing)

## Lead Tracking and Categorization

When you send a DM and they don't respond after 24 hours, go to your lead tracker and mark it as **cold**. You try again later. When they respond, e.g. let me see samples, or they like your message, you mark it as **warm**, meaning more likelihood of better communication.

**Hot** means they agreed to hop on a call with you (chances of closing are high)

"**Yet to reach out**" means you have them in your prospect list but you have yet to reach out or pitch them.

While gathering prospects from tiktok and IG, tag them as "yet to reach out" You might want to use your PC for this for proper lead entering.

## Action Steps

1. Make a copy of the lead tracker.
2. Just start, start getting leads.



# **CHAPTER SIX**

## **CLIENT ASCENSION**

### **WHAT YOU ARE GOING TO LEARN**

- Proven Steps for Client Retainership
- Action Steps



Like I would always say, the goal of every freelance project is to impress client enough they either want to keep you on a retainer, or refer you to their circle. All you need is a foot in the door to make a client more valuable than when you came in.

Client ascension is about building long-term client relationships by consistently adding value and gradually moving clients to higher levels of service and commitment. This process maximizes the lifetime value of each client and strengthens your reputation, leading to retention, advocacy, and referrals.

I'll cut the chase and head to the main thing.

The first piece of the puzzle is that you actually get good at what you do, if you don't, it'll all be a cycle of losing and gaining clients till you burn out.

When you first get in contact with a client, or land one, your first priority is to give them a quick win. Let them taste a win from you, to solidify their decision of hiring you. That first impression will become a foundation that will ensure you stick long enough with the client.

This client below, started me off on a one-time project costing just \$1,000 but the jobs relationships and referrals that has come from him resulted in extra \$6,000 over a period of 5 months. He reached out to me for another project while I was writing this book, and hinted that the last person he referred to me is happy with the work I did.

So, you see, I'm not losing him anytime soon. He has been successfully Ascended. That's the whole point of client Ascension.

Will be through me but, i'll tell ya what they need etc I'll be building their funnel

4:19 AM

happy to collab on this one?

4:19 AM

Sure

4:19 AM ✓

Sweet. Will send through more details next week. Gotta finish an automationg build for them first.

4:20 AM

Aii then, will be waiting .

4:20 AM ✓

Thanks as always

4:20 AM ✓

My pleasure.

4:20 AM



They said you did really well btw.

4:20 AM

They've been very satisfied.

Thanks for lending the relationship.

I win, you win, we win.

4:21 AM



To achieve this, you have to be willing to go above and beyond for the client, by doing more than you're paid for. Taking on extra tasks, responding on time, keeping them upto date, organizing teams and making sure things are getting done.

If you check my Instagram highlights, **@theofficialpaschal** under clients, you'll see what clients have to say about me because I go above and beyond, then find other ways to upsell them.

That's what client ascension is all about.

# CHAPTER SIX

## THE HIDDEN JOB MARKET

### WHAT YOU ARE GOING TO LEARN

- A Different Approach to Getting Quality Leads
- How to Explore the Hidden Job Market to Work For YOU
- Action Steps



# A Different Approach to Getting Quality Leads

All the previous methods that I have talked about in this book is the open market and to be honest with you it's pretty saturated, however if you get really good at it you will make yourself an insane amount of money.



You see when a company puts out a vacant role on LinkedIn or any job board, which some of them do because they're required by the law in their country, hundreds if not thousands of people apply in the first 24 hours.

Now what you don't know is that, most of these companies are not willing to hire a random stranger that just applied and submitted their CV, this is not to discourage you from applying for jobs, you should apply for as many jobs as you're willing to take on, this is more to show you how you can do things slightly differently and remove yourself from the group of random applicants.

Sometimes all it takes to get a new client or land a new job is through unofficial means, someone just needs to mention you. One recommendation and One interview will outweigh the hundred CVs submitted for that role.

# How to Explore the Hidden Job Market to Work for You

You can set aside a time to do this, or you can do it in your spare time, reach out to all the leads you've interacted with as soon as the need arises, try following up with these people to stay on top of their mind, start a friendship with them, and remember Keep Giving Value.

Just because a lead has refused to work with you doesn't mean you can't connect with them like humans, don't be a leech, and don't sound desperate, it's easy to see through all that, instead be a G and relate with them.



## Action Steps

1. When you land clients and opportune to work in an organization, try to make new friends and connections within the organization.
2. During outreach, frame your outreach as "If you know someone that might need our services kindly put in a word" You can direct this to friends of your prospects (based on who they tag in their photos and posts)



## HOW TO COLLECT PAYMENT

If you are completely new to this, go to the app/play store and download Gee pay, I use them to collect payments for one-time Jobs, it is completely free and has a good receiving rate, also helps you generate invoices which makes things look more professional.

There is also the Cleva app, I haven't used them but it's another good option. I don't recommend Payoneer for newbies because of the extensive verifications that could trap your funds, they also have the worst rate for Naira to dollar.

For payroll payments, I advise you to get a stripe account, I know someone who can help you, it's not free. He charges 90,000 naira for the setup and you need to have an international passport. A stripe account will let clients put their card details on your account and every month, stripe debits them automatically to pay you.

This guy can help, **+2348166738666 Ohakwe.**

I also know another guy that charges 50k but I am yet to verify his authenticity when I do I will surely include his contact.

# CONCLUSION

Well, like I said at the beginning, I won't fill this book with fluff and stories but only actionable steps that have helped me. You got to the end of this book, only a few will ever do, which means you are capable of finishing what you started but you are far from done. You've got to implement, and that takes a lot of work, and a lot of work most times leads to a lot of success.

I am willing to assist you further, I want you to ask me questions, on my [Instagram](#), Your questions and answers will result in a second and better version of this book. I want to improve it and make it even better for you, so never hesitate to ask me questions.

Also, apologies for any typo errors you might find as I had to rush publications to meet up with preorder delivery date.

Here is my Handle, [Instagram.com/theofficialpaschal](#).

Message me with these words

**“Hi paschal, I read your client acquisition book” password  
“12345”.**

I am very sure people will pirate this material, I wouldn't like that, it is the reason why I refuse to take the time to create a course or even write this material, but one has to conclude that some things are inevitable as some people will remain losers who only move forward in life by piracy.

So, take care, ask me questions, I am very cool with questions.



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Before you go, I want to get  
your review on this book.

For the Selar review section,  
check your email, follow the  
link there and drop a wonderful  
review.

I would really appreciate it.

**\_END\_**

• **Thank You** •