



Week #6: Crafting Your Client Acquisition Strategy

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9:00AM EST

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Client Acquisition Challenges

Market saturation

Fractional professionals competing for visibility.

Trust gap

Clients may hesitate to engage without proven outcomes.

Differentiation

Hard to stand out when skills overlap across candidates.

Consistency

Balancing multiple clients while maintaining reliable delivery.



Strategies

Foundational



Network

These are warm leads that already trust you

Referrals = strongest acquisition channel

Niche

Be present where niche clients gather.

Outreach & Content

Content Marketing



Targeted Outreach



Thought Leadership



Digital Presence



Action Plan & Metrics

Action Plan:

- 1) Identify top 3 **client** profiles.
- 2) Build one tailored **case study** per profile.
- 3) Schedule weekly **outreach**



Metrics to Track:

Outreach → Response rate.

Discovery calls → Conversion to proposals.

Proposals → Win rate.

Retention → Average client duration.

Continuous Improvement



Pipeline & Tools

Pipeline Stage	Key Metric	Target Benchmark
Top (Outreach)	# Contacts/Week	7
Middle (Meetings)	Response → Meeting %	?%
Bottom (Close)	Win Rate	25%
Retention	Client Lifetime Value (CLV)	12+ months

Tool	Best Metrics	Pricing
Pipedrive	Response/Win Rate, Forecast	\$14+/mo
HubSpot	Outreach → Meetings, CLV	Free tier
Google Sheets	Contacts/Week, Time to Client	Free
Airtable	NPS, Retention	Free/Pro \$20



SOMETHING BIGGER

IS COMING THIS FEBRUARY



If you've ever wanted to be part of something bigger, this is just the beginning.

Get in early and stay close:
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The **Rocket community** is powered by City Leaders who generously share their knowledge, time, and real-world experience, creating a space where learning and growth happen every week.

Join Us next week to attend a live event with all our City Leader:



Thursday, Feb 19th: 8:00 PM PH | 7:00 AM EST



Do you have any questions?

Join Us

Medellin's Community: <https://rocket.hirefreely.co/?ref=leader-b9b42168-c7n8>

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Thank You!

