**14-day “first 5 clients” sprint**

**day 0: set your offer (30 mins)**

* “Founding client” offer: 15–20% off your standard rate + a free mini brand kit or 30-day post-launch tweak window.
* Focus niches you vibe with: tattoo studios, coffee shops, bands/artists, vintage resellers.

**day 1: build your prospect list (60–90 mins)**

* Add **60 names** (aim: 20 per niche) to the Excel tracker: local IG finds, Google Maps, friends-of-friends.

1. Arts Ink Tattoo Studio – Covington, KY – No website only facebook – Email: [artsink1004@yahoo.com](mailto:artsink1004@yahoo.com) – Phone: 8592610111

2.Legacy Designs Tattoos-Coivington,Ky- No website- no email- phone: 8592928871 – dm @legacydesignstattoo

3. Collective Espresso – Newport,Ky, no website- no email – phone: 8592793270 – check social media

4. Reality Tuesday Café – No website – no email – phone: 8592614939- check social media

* Tag each lead with: niche, source, URL, and a 1-line note about what you’d improve.

**day 2: prep your outreach assets (90 mins)**

* Create 3 short DM/email templates (below).
* Make a 5-point “mini audit” you can reuse:
  1. brand consistency
  2. mobile layout
  3. CTA clarity
  4. load speed basics
  5. booking/menu visibility
* Add a Calendly (or HoneyBook scheduler) link to your bio and website.

**days 3–12: daily actions (about 60 mins/day)**

* **12 outreaches/day** → 4 warm contacts, 4 IG DMs (local niche), 4 emails.
* **Follow-ups**: Day 3 after outreach, then Day 7. Log dates in the tracker.
* Share **one piece of value content daily**: a before/after mock, a tip, or a mini-audit story tag (ask permission and tag the biz).

**day 13: convert**

* Discovery calls: qualify, scope, price, next step before you hang up.
* Send proposal within **24 hours** of the call.

**day 14: close**

* Nudge anyone who’s “thinking about it” with a gentle “founding offer ends Friday” reminder.
* Goal: 5 booked projects or a pipeline that clearly gets you there within the next week.

**copy-paste outreach templates**

**IG DM (cold but friendly)**

hey {name}! sierra here from fizz design. i love your {specific thing}. quick note: your site’s {one mini-audit issue} might be hiding your {bookings/menu/shop}. i help creatives with bold, retro-vibe sites that convert. want a 10-min mini audit & 2 ideas tailored to you? can send today. 💬

**email (to owners/managers)**

**subject:** quick win for {business name} website  
hi {name}, i’m sierra (fizz design). i noticed {1-line observation}. i put together 2 fast fixes that could help {goal—more bookings, easier menu, clearer CTA}.  
if you’re open, i can share a 5-minute loom and a mini quote. here’s my scheduler: {link}.  
– sierra | fizzdesignbysierra.com

**warm lead text/DM**

hey! i just launched fizz design 🎉 doing a founding-client special this month—mini brand kit + site refresh bundle. know anyone (or you?) who could use a bold, retro site that actually converts? i’ll treat them like royalty.

**follow-up (short)**

circling back on this—happy to send a 5-min loom with 2 ideas for {business}. want me to?

**discovery call agenda (15–20 mins)**

1. goals: what would make this a win in 60 days?
2. audience: who buys + why?
3. site needs: pages, features (booking, menu, shop), vibe.
4. timeline + budget range.
5. next step: i’ll send a proposal with scope, price, and timeline today; we start with 40–50% deposit.

**proposal bones (keep it clean)**

* problem & goal (1 paragraph)
* deliverables (bullets)
* timeline (milestones + dates)
* investment (one price; add payment plan)
* what’s included (revisions, training, 30-day support)
* next steps (contract + deposit link)