**Initial Contact Key Points:**

1. **For Clients without a Website:**
   * "I noticed your business on Google Maps and wanted to reach out because I specialize in creating custom mobile and web applications. I’d love to offer you a free consultation, where I can show you a UI snippet of what your application could look like. Are you interested in exploring this further?"
2. **For Clients with an Existing Application:**
   * "I came across your application and noticed a few areas that could be improved. I’m offering a free consultation and audit of your application, where I can provide you with a detailed report and suggestions for enhancement. Would you be interested in this free service?"
3. **If Uninterested:**
   * "I understand if you’re not interested right now. Do you know anyone else who might benefit from a free consultation for their business application? Referrals are greatly appreciated."

**Consultation Phase Key Points:**

1. **Discuss Overall Business:**
   * "Can you tell me more about your business? What are your current challenges, and what goals do you have for the future?"
2. **Go Over UI Snippet/Audit Report:**
   * "For those without an application/website: Here is a UI snippet of what your application could look like."
   * "For those with an existing application: Here is the audit report I prepared, detailing the issues and areas for improvement."
3. **Gather Requirements:**
   * "What specific features and functionalities would you like the application to have? What actions do you want your users to be able to perform?"
4. **Discuss Timing and Pricing:**
   * "Based on the requirements we’ve discussed, I estimate the project will take approximately [time estimate] and cost between [price range]."
5. **Confirm Interest:**
   * "Are you interested in moving forward with this project? If so, I can prepare a detailed proposal for you."