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AI Tools **And Strategy For Freelancers**

This plan has already helped 8500+ freelancers start & automate client-hunting, build portfolios faster, and land high-ticket clients .

How To Select The Right Clients:

🔍 ICP Breakdown Chart

Factor	What to Define	Example
DEMOGRAPHICS Who are they?	Industry, company size, location, decision-maker title	E-commerce brands, 10-50 employees, US-based, Founder/Marketing Manager
PSYCHOGRAPHICS	Values, beliefs, work style, priorities	Values ROI, believes in long-term growth, prefers data-driven decisions, collaborative
PAIN POINTS	Specific problems they're struggling with	Low organic traffic, poor conversion rates, inconsistent lead flow, wasting ad spend
DESIRED OUTCOME	The transformation they're seeking	3x website traffic, 50+ qualified leads/month, predictable revenue growth, market authority
BUDGET	What they can afford to invest	\$2K-\$5K/month retainer OR \$5K-\$15K project budgets
BUYING TRIGGERS	What makes them ready to buy NOW	Just raised funding, current agency failed, launching new product, hit growth plateau

How To Select The Right Clients:

1. Ready To Buy Clients:

Social Media: Works best for D2C, e-commerce (clothing, jewelry, food, beauty, skincare, fitness gear, home décor), online coaching businesses (yoga, fitness instructors, career coaches), personal brands.

- **SEO + Content Service:**

Perfect for SaaS, EdTech (schools, institutes, online learning platforms), FinTech, Financial Advisors & FinTech platform (loans, credit cards, investment apps), Online law firms, compliance companies offering digital consultations, Recruitment Platforms & HR Tech (job portals, hiring agencies, HR SaaS tools), Local Businesses (salons, gyms, home services with online booking), travel, real estate, healthcare.

2. How To Find Clients



Instagram:

Site:Instagram
“client niche”
“location”



Site: LinkedIn “client niche” “city”

Site: LinkedIn.com “looking for” OR
recommend OR “suggestion” “your
profile”

2. How To Find Clients



Reddit

site.reddit.com ("looking for"
OR "recommend" OR
"suggestion" "your profile")



Google Maps:

To pitch local
businesses

How to filter Clients?

- Businesses making efforts but struggling to grow.
- Check their social media page/web to find the scope of improvements, mistakes, challenges .

Audit Checklist

Social Media Marketing:

- Average reach and views
- Engagement Rate
- CTA in post
- Lead-generation approach
- Keywords in caption

SEO Marketing:

- Domain Authority
- Website Monthly Traffic
- Ranking Keywords
- Errors stopping pages from ranking
- CTR (Click Through Rate)

Audit Checklist

If you can identify mistakes, areas for improvement, and challenges they're facing, it's a clear sign they need someone to fix those problems and help them grow faster.

Tool for cold outreach

Agent Name (search them on GPT)

- Cold Email Writer: Uses Human Psychology
- Sales Cold Email Coach By Chat With Bats
- Cold Email Writer By Andrei Shishkin

Cold Email AI Prompt

I want you to write a 3-step cold email outreach sequence for [niche] client. I'll provide their LinkedIn/Insta and website link so you can analyze their positioning, content style, and pain points.

The emails should:

- Be value-driven, share case study, keep it conversational, and personalized (referencing their work or achievements).

Cold Email AI Prompt

- Showcase my services briefly: [insert one-line explanation of your services, e.g., 'I help IT businesses and consultants create story-driven content that builds authority and attracts high-paying clients'] without sounding pushy.
- Each email should aim to spark curiosity, share value, case study, build trust, and invite them to a quick meeting/call aka strategy call.
- Keep it short, easy to read, and avoid salesy language.

Example:

Hi (client name)-

Your recent post on managing 24 hours more effectively really hit home for me. The way you broke down your system and how it helped you get work done without burning out—that's exactly what I needed.

I'm a digital marketing expert juggling multiple brand clients. Even with a team, we were constantly burnt out, always racing against the clock.

After your post, I implemented your 5-step framework with my team. We've improved our efficiency by 50%. We're getting more done in less time, and the pressure has lifted. So thank you—it made a real difference.

I've noticed the gaps between your posts, and I get it. Creating content while running your coaching business is tough. But your insights deserve to reach way more people.

Here's what I've seen: a stronger, consistent presence brings in higher-quality clients who already trust your approach before they book a call.

I help coaches like you turn insights into consistent, high-impact content without it becoming another task. We handle strategy, content, and distribution—you stay focused on coaching.

Most coaches spend just 2–3 hours monthly with us and show up consistently as thought leaders in their space.

Would you be open to a quick 15-minute chat? I'd love to share a couple strategies tailored to productivity coaches.

Looking forward to connecting!

Direct Message Script:

Hey [Client Name], I couldn't resist myself from sending you this message. No doubt, your ____ [consistency, stories, Instagram/LinkedIn posts] really caught my eye.

It's clear that you're putting a lot of effort into ____ just wanted to take a moment to appreciate the hardworking woman/man out there making a difference.

Direct Message Script:

After they respond with a thank-you message, **you can ask one of these questions:**

- ☞ 2nd Message: If you don't mind, may I ask you a question?
- ☞ 3rd Message: Is there a specific reason why you're still using _____?
- ☞ Have you ever thought of trying ____?

Direct Message Script:

Last Message: How about a quick meeting where I can guide you how this approach works and can double yo, complete with a funnel and a real plan that can elevate your page from _____ to _____. You'll begin to see progress within the first month, and I **guarantee that your leads will double.**

Discovery Call Prompt

Agent Name: Discovery Call Assistant
(by GetClientsClub.com)

AI Prompt 1:

I am a _____. I have a meeting with a client who is a_____. And this is their Instagram/Ln/website link. Please help me with auditing their account and prepare set of questions.

AI Prompt 2:

Also help me understand how can I initiate the call, arrange the questions and present audit . Help me prepare for call and make presenattion.

Discovery Call Script

1. Call Script

Break the ice. “Hey, I saw you’re based in Delhi – heard about (weather, concert, event going on)

2. Set the Flow and Agenda

Before I start I’ll ask a few questions to understand what you’re aiming for. If I feel I can help, I’ll walk you through what I do. Sound good?

Discovery Call Script

Question List:

- 🎯 What's the reason you haven't tried this _____?

- 🎯 What's your biggest challenge when it comes to _____?

- 🎯 What have you already tried to overcome your challenges _____?

- 🎯 What's your major priority?

- 🎯 Have you hired someone for help before? What did you like about their work?

Discovery Call Script

Understand Vision:

In 3-months – what would success look like in your eyes?"

Share Your Approach:

Based on what I've heard, I can help.
Want me to walk you through how?

Pitch (Keep it simple):

I have a 3-working models. Share your package

Freelancers Toolkit:

1. Portfolio Building Tools

- Hostinger Build a portfolio website (no coding).
- Notion (Free)
- Figma (Free) → Landing Page Website.
- Canva (Free) → Readymade Templates

Portfolio Example:

- *SEO & Writing Portfolio:*

- Design and Pen.
- Vrushali

- SMM Portfolio:

Mahira

- Jatin (Instagram Portfolio)
- Alema (Instagram Portfolio)

Freelancers Toolkit:

2: AI Tools For Client Outreach

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Freelancers Toolkit:

3: Discovery Call Tools (for booking & meetings)

- Calendly (Free) → Schedule calls without back-and-forth emails.
- Loom (Free) → Record quick intro videos or explainers for clients who can't hop on calls.
- Google Meet (Free) → AI take notes of the conversation

Freelancers Toolkit:

4. Proposal Creation Tools

- Canva (Free templates) → Beautiful proposal PDFs.
- Google Docs (Free) → Simple, editable proposals.
- ChatGPT (Free) → Drafting proposal outlines quickly.

Freelancers Toolkit:

5. Client On-Boarding

- Notion (Free) → Client portals, task tracking, project briefs.
- Google Sheet → For Content planning
- Buffer (Free for 3 channels) → Schedule posts across Instagram, FB, LinkedIn.

Inside 6-months AI Digital Marketing Training we learn more proven strategies like this to get high-paying clients

Alema Jan 24 Student online

You

How's your freelancing going?

Going great Prachi 8:26 AM

I quit my job and now I am completely into freelancing 😊 8:26 AM

Now I am earning more than 90k monthly 😊 8:27 AM

U Savvy Academy 21 online

Next is a real estate client onboarded them for 45k per month , bcz of my health reasons I haven't started their work and they are still in hold they paid an advance of 30 k . It's going to start soon .

Next is jewellery client onboarded them for 45k . . .

And I have got lot many enquiries regarding SMM services I choose genuine clients only bcz iam working on their business growth.

Soyency Madaan Student

Hi @U Savvy Academy and guys I closed the deal with a clothing brand for social media marketing 😢😢😢😢😊😊😊😊 11:00 PM

Reel interactions ⓘ 7,018

Likes 4,610

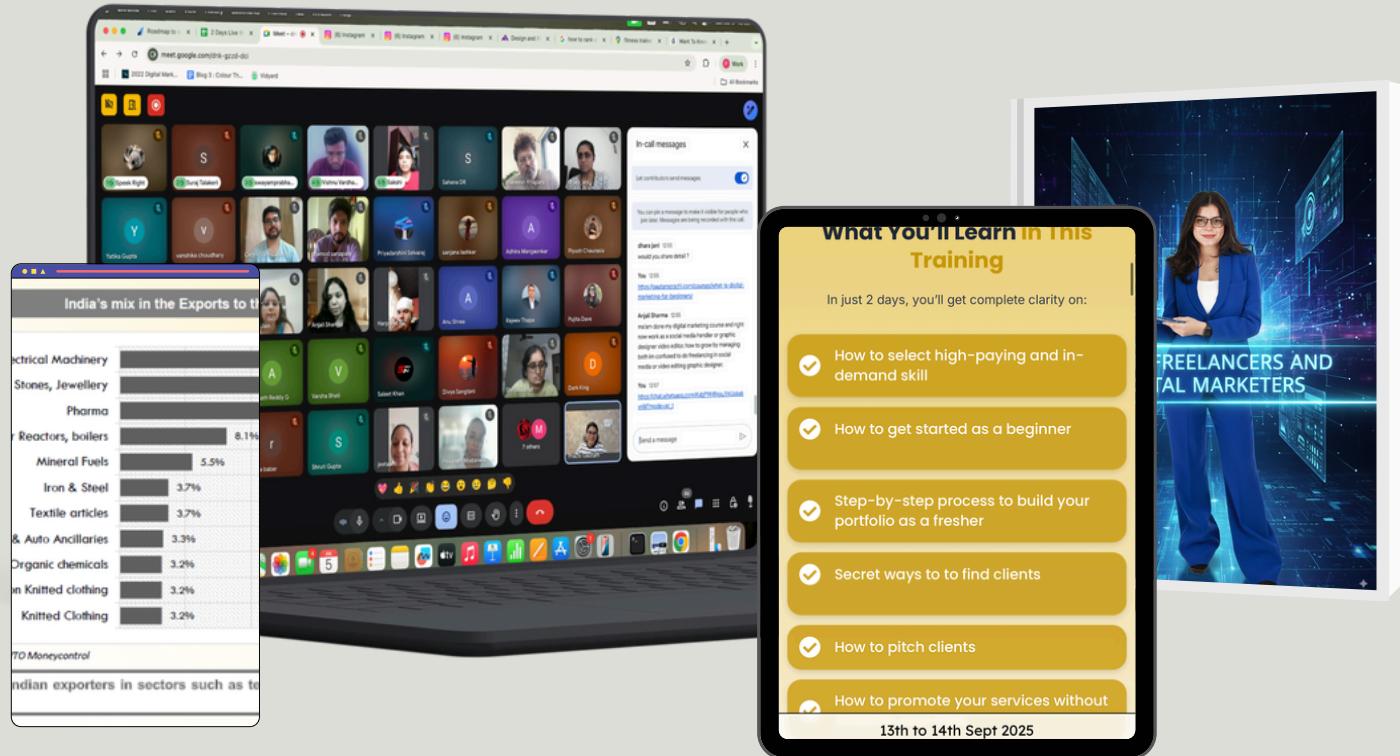
Saves 1,233

Through Reel Mastery strategies, 01 million plays on one reel. ⚡

Thank you! @U Savvy Academy 6:11 PM

Join 3-months

AI Freelance Digital Marketing Training



JOIN NOW