

THE AI CLIENT OUTREACH PLAYBOOK™

How to Find Potential Clients, Start
Conversations and Turn Your Skill Into Paid Work

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THE AI CLIENT OUTREACH *Playbook*™

How to Find Potential Clients,
Start Conversations and
Turn Your AI Skill Into **Paid Work**



FIND
the right
people



RESEARCH
before you
reach out



START
conversations
that get replies



FOLLOW UP
without
chasing



TURN INTEREST
into a paid
project



DELIVER
results that
get referrals



A SIMPLE,
STEP-BY-STEP SYSTEM
TO **GET CLIENTS AND**
GET PAID CONSISTENTLY.

TARA AKINOLA

Introduction

You've built your skill.

You've created your portfolio.

You know what you want to offer.

Now comes the part that makes many beginners uncomfortable:

Finding people who will actually pay you.

You may be wondering:

“Where do I find clients?”

“What do I say to them?”

“What if they ignore me?”

“What if they think my price is too high?”

These are normal questions.

The good news is that getting clients doesn't have to mean sending hundreds of desperate messages or becoming a pushy salesperson.

You need a simple process:

Find → Research → Contact → Follow Up → Offer → Deliver

This mini-guide will show you how to do exactly that.

CHAPTER 1

Find the Right People

One of the biggest mistakes beginners make is trying to sell to everyone.

Don't say:

"I help anyone who needs AI services."

That's too broad.

Instead, choose one type of client.

For example:

- Fashion businesses
- Beauty brands
- Coaches
- Restaurants
- Real estate agents
- Online stores
- Personal brands
- Small service businesses

Your goal is to find people who:

Have a problem you can solve.

Operate a real business.

Could benefit from your service.

You don't need thousands of prospects.

Start with 10.

Build Your Prospect List

Create a simple tracker:

Prospect	Contacted	Replied	Interested	Quoted	Client
Business	✓	✓	✓	✓	✓

Business	✓	—	—	—	—
----------	---	---	---	---	---

2

Business	✓	✓	—	—	—
----------	---	---	---	---	---

3

Record:

- Business name
- Contact person
- Platform
- Contact method
- What they sell
- Problem you noticed
- Date contacted
- Response

This prevents opportunities from getting lost.

CHAPTER 2

Research Before You Reach Out

Don't send the same message to everyone.

Spend a few minutes looking at the business first.

Ask:

What do they sell?

Who are their customers?

What are they doing well?

What could be improved?

How could my service help?

You're looking for a genuine opportunity, not something to criticise.

For example, you might notice that a business has excellent products but inconsistent content.

Or perhaps they post regularly but rarely educate their audience.

Or maybe they're launching a product but haven't created much promotional content around it.

Now you have something useful to talk about.

CHAPTER 3

Start the Conversation

You don't need a complicated sales script.

Use this simple formula:

Observation → Opportunity → Offer

Observation

Show that you've actually looked at their business.

“Hi [Name], I came across your page and noticed you're consistently posting about your new collection.”

Opportunity

Mention something you noticed.

“I noticed most of the content focuses on the products themselves, so I thought some educational and customer-focused posts could add more variety.”

Offer

Explain how you can help.

“I help fashion businesses create consistent social media content, and I had a few ideas that could work well for your page.”

Then invite them to continue the conversation.

A Simple Outreach Template

Hi [Name], I came across your page and really liked [specific observation]. I noticed [specific opportunity]. I help [type of business] with [service], and I had a few ideas that I think could work well for your business. Would you be open to me sharing them?

Keep it short.

Keep it human.

Make it relevant.

You're not trying to close the sale in the first message.

You're trying to start a conversation.

CHAPTER 4

Follow Up Without Chasing

Not everyone will respond to your first message.

That's normal.

They may be busy.

They may have missed it.

They may not be ready.

So follow up once.

For example:

Hi [Name], just following up on my previous message. I had a couple of ideas around [specific opportunity] that I thought could be useful. Happy to share them if you're interested.

That's enough.

Don't send five messages in two days.

Don't ask:

“Why haven't you replied?”

And don't beg.

Be persistent without becoming pushy.

CHAPTER 5

Turn Interest Into a Paid Project

Eventually, someone may respond:

“How much do you charge?”

That's a good sign.

But don't immediately throw out a price without understanding what they need.

Ask about the project.

Find out:

- What they need
- How much work is involved
- How many deliverables
- When they need it
- Whether revisions are required

Then give your price.

Don't Reduce Your Price Too Quickly

If someone says:

“That's too expensive.”

You don't automatically have to cut your price in half.

Instead, consider reducing the scope.

For example:

Instead of:

20 content pieces — ₦100,000

you might offer:

10 content pieces — ₦60,000

You're changing what you're delivering rather than simply declaring your work is worth less.

Confirm Everything

Before starting, make sure both sides understand:

What you're delivering

The deadline

The price

The number of revisions

What the client needs to provide

Payment terms

Put important agreements in writing.

Clarity prevents problems later.

CHAPTER 6

Deliver Like a Professional

Getting the client is only half the job.

Now you need to give them a reason to trust you again.

Before delivering your work, check:

- ☐ Did I follow the brief?
- ☐ Did I complete everything?
- ☐ Did I proofread?
- ☐ Did I check factual information?
- ☐ Did I meet the deadline?
- ☐ Are the files organised?
- ☐ Is everything easy for the client to use?

Professionalism also means communication.

If something is unclear, ask.

If you're going to be late, communicate early.

If you make a mistake, don't hide it.

Good communication can turn a first-time client into a repeat client.

CHAPTER 7

Turn One Client Into More Work

Your first project shouldn't necessarily be the end of the relationship.

If the client is happy, look for ways to continue helping them.

For example, instead of simply saying:

“Thank you.”

you could ask:

“Would you like me to help you plan next month's content as well?”

A one-time project can become recurring work.

Ask for a Testimonial

If your client is satisfied, ask for feedback.

You can say:

“I'm glad you're happy with the work. If you're comfortable, I'd really appreciate a short testimonial about your experience working with me.”

A genuine testimonial becomes valuable proof for your next prospects.

Over time, your business starts creating its own cycle:

Client → Work → Testimonial → Better Portfolio → More Clients

CHAPTER 8

Your 7-Day Client-Finding Challenge

Now let's turn everything into action.

You don't need to spend months planning.

Start with seven days.

Day 1 — Find Prospects

Research 10 potential clients.

Record them in your tracker.

Day 2 — Find Opportunities

Study each prospect.

Write down one genuine opportunity for each business.

Day 3 — Prepare Your Messages

Create your basic outreach message.

Personalise it for each prospect.

Day 4 — Send

Send 3–5 personalised messages.

Don't worry about getting an immediate response.

Your job is to start.

Day 5 — Send More

Contact another 3–5 prospects.

Track every response.

Day 6 — Follow Up

Follow up with prospects who haven't responded.

Keep your message short and respectful.

Day 7 — Review

Look at your numbers.

Messages sent: ____

Replies: ____

Interested: ____

Quotes: ____

Clients: ____

Then ask:

What worked?

What didn't work?

What should I change next week?

Your Client Outreach Rules

Keep these rules in mind:

1. Research before contacting.
2. Personalise your messages.
3. Focus on the client's problem.
4. Don't promise unrealistic results.
5. Don't spam.
6. Don't do large unpaid projects.
7. Confirm the scope before starting.
8. Track your results.
9. Deliver professionally.
10. Follow up respectfully.

Final Message

You don't need to become a professional salesperson.

You need to become comfortable starting conversations.

Your portfolio gives you proof.

Your outreach puts that proof in front of potential clients.

Your offer gives them a reason to hire you.

Your delivery gives them a reason to trust you.

And your consistency gives you the opportunity to build something bigger.

Your first message may feel uncomfortable.

Send it anyway.

Your first prospect may say no.

Keep going.

Your first client may not be perfect.

Learn from the experience.

Because the goal isn't simply to get lucky once.

The goal is to build a process you can repeat.

Find the right people.

Start useful conversations.

Show them what you can do.

Deliver well.

Improve.

Repeat.

That's how an AI skill can move from something you know into something that actually earns you money.

YOUR AI INCOME STARTER PACK

You Have the Knowledge. Now Build the System.

You've now gone through the main guide.

You've learned how to think about AI income differently.

You've identified skills you can develop.

You've learned how to turn those skills into services.

You've learned how to create proof.

You've learned how to find potential clients.

And you've learned how to start conversations.

You also have two practical resources:

Bonus #1

The AI Client-Ready Portfolio™

To help you create proof of your ability.

Bonus #2

The AI Client Outreach Playbook™

To help you put that proof in front of potential clients.

Now it's time to put everything together.

Your Simple AI Income System

Don't overcomplicate this.

Your starting system can be:

SKILL

↓

Choose something useful you can become good at.

PROBLEM

↓

Find a problem businesses or individuals already have.

OFFER

↓

Package your skill into a clear service.

PORTFOLIO

↓

Create proof that demonstrates what you can do.

OUTREACH

↓

Find potential clients and start conversations.

DELIVERY

↓

Do excellent work.

TESTIMONIAL

↓

Collect genuine feedback.

REPEAT

↓

Use what you learned to improve.

That's the system.

Your First 30 Days

You don't need to accomplish everything immediately.

Focus on these milestones.

Week 1

Choose your skill, target client and offer.

Week 2

Build your three portfolio samples.

Week 3

Start contacting potential clients.

Week 4

Have conversations, send offers and improve your process.

Your exact results will depend on your skill, market, effort, pricing and ability to deliver.

Don't compare your first month with someone else's third year.

You're building your foundation.

Your Daily Action List

When you're unsure what to do, come back to this list.

If you don't have a skill:

Learn and practise.

If you have a skill but no portfolio:

Create samples.

If you have a portfolio but no prospects:

Research businesses.

If you have prospects but no conversations:

Improve your outreach.

If people are interested but don't buy:

Improve your offer and sales process.

If you have clients but no repeat work:

Improve delivery and retention.

If you have repeat clients:

Build systems and increase your value.

You don't need to solve every problem at once.

Find the stage you're currently at.

Then work on that stage.

Your Personal AI Income Plan

Fill this out before you finish. The skill I will offer:

The people I will help:

The problem I will solve:

My service will include:

My starting price:

₦_____

Where I will find prospects:

My weekly outreach target:

My first income target:

₦_____

My 30-day target:

₦_____

The first action I will take:

Your Rule Going Forward

Don't constantly restart.

You will see new AI tools.

New platforms.

New courses.

New business models.

New “make money online” strategies.

Some will be useful.

Many won't be.

You don't need to chase everything.

Ask yourself:

“Does this help me solve a real problem for a real person?”

If yes, explore it.

If no, keep moving.

Your goal isn't to become someone who knows everything about AI.

Your goal is to become someone who can use AI effectively to create valuable outcomes.

One More Thing

There will be days when you don't feel motivated.

There will be prospects who don't respond.

There will be clients who ask for changes.

There will be projects that take longer than expected.

There may be months where your income doesn't look the way you hoped.

That doesn't automatically mean the idea isn't working.

Sometimes you need to adjust.

Sometimes you need to improve.

Sometimes you need to change your offer.

And sometimes you need to change direction.

But make those decisions based on what you're learning—not simply because something didn't work immediately.

Your Next Move

Don't leave this guide with another list of things you're “going to do someday.”

Choose one.

Today:

Create one portfolio sample.

Or:

Research five potential clients.

Or:

Send your first outreach message.

Or:

Improve your offer.

Or:

Finish the service description you've been postponing.

One action is enough.

Then take another tomorrow.

Small actions repeated consistently can become something much bigger.

Final Reminder

You don't need to know exactly where this journey will take you.

You don't need to predict the future of AI.

You don't need to build a huge business immediately.

Start small.

Learn.

Test.

Get feedback.

Improve.

And keep moving.

Because the real advantage isn't simply having access to AI.

Millions of people have access to the same tools.

Your advantage comes from learning how to use those tools better, faster and more intelligently to solve problems that people are willing to pay to have solved.

That's the opportunity.

And now you have a starting system.

Your skill.

Your offer.

Your portfolio.

Your outreach.

Your first client.

One step at a time.

Now go put it to work.