BUILD WITH 318 / FIELD GUIDE

FIRST CLIENT ACTION KIT

A practical 7-day plan to find prospects, start conversations, and follow up with care.

01
FOCUS
Choose one audience

02
CONNECT
Start useful conversations

03
FOLLOW
Keep the next step clear

Practical business tools for your next move.

BUILD WITH 318

Start with one useful conversation

This kit helps you take a focused first step toward finding potential clients. You will clarify who you want to serve, identify a few places to meet them, send thoughtful messages, and follow up with a clear next step. It is a practical action guide, not a promise of clients or revenue.

How to use the kit

1. Work through the short exercises in order. Keep your first offer simple enough to explain and deliver well.
2. Choose a small number of prospects who plausibly need what you offer. Personalize every message.
3. Use the seven-day sprint as a starting rhythm. Adjust it to your schedule and the way your customers prefer to communicate.

Before you begin

Set aside 30–45 minutes to complete the first pages. Then spend 15–30 minutes a day on the action steps. Your goal this week is to begin relevant conversations and learn what potential customers need.

FOCUS	CONNECT	FOLLOW THROUGH
Clarify the person and problem you can help with.	Reach out with a respectful, specific invitation to talk.	Record the agreed next step and complete it when promised.

Keep outreach thoughtful

- Ask permission before sending repeated promotional messages.
- Use truthful, specific claims. Do not promise revenue, funding, or guaranteed results.
- Respect a no, a not-now, and people who do not reply. Follow platform rules and applicable email or text requirements.

My goal for this week is

Make the offer easy to understand

A clear first offer names a specific customer, an important problem, and the practical help you provide. You can refine it after hearing from real people.

I want to help this kind of person or business

They are trying to solve or accomplish

I can help by providing

A practical next step or deliverable they can expect is

Draft a one-sentence offer

I help [specific customer] with [important need] by [service or deliverable], so they can [practical outcome].

My draft

Check that it is focused

- Could the right person recognize themselves in this description?
- Can I explain what is included and what is outside the scope?
- Can I deliver the first version with my current time and resources?
- Do I know what question I still need to ask before recommending next steps?

One thing I will simplify before I reach out

Use these as drafts, then make them yours

Keep messages brief, personal, and specific. Replace every bracketed phrase before sending. Do not imply a relationship or familiarity that is not real.

Warm contact

Hi [Name] — I'm building my work around helping [type of customer] with [specific need]. I thought of you because [honest reason]. Would you be open to a quick conversation about how you handle [relevant topic]? No pressure if now is not a good time.

Professional introduction

Hello [Name] — I'm [Your Name] with [Business]. I work with [customer type] on [specific service or problem]. I noticed [specific, publicly available detail]. If it would be useful, I'd be glad to ask a few questions and learn whether my support might fit. Would a short call next week be convenient?

Referral partner

Hi [Name] — I support [customer type] with [specific need]. I'm learning more about the challenges your clients are working through. Would you be open to a brief introduction call? If there is a fit, we can discuss a straightforward way to refer people to the right resource.

Social post invitation

If you are [customer type] working through [specific challenge], I'm having a few conversations this month to better understand what would help. Comment or message me with "[keyword]" and I'll share the next step. No pressure—just a useful conversation.

Before sending

☐ I named a real reason for contacting this person.

☐ I made one clear, low-pressure request.

☐ I reviewed spelling, links, and the recipient.

☐ I will respect their preference if they decline or do not reply.

My customized message