

# Client Outreach Scripts

Short, ethical outreach and follow-up scripts for selling small digital services quickly.

## Outreach rules

Personalize one real detail. Keep the ask small. Do not pretend to know the buyer or spam people. Track every message and follow up politely.

## Copy-and-paste scripts

Scenario	Script
Cold DM	Hi [Name], I noticed [specific signal]. I help [buyer type] get [outcome] without [pain]. I can put together a quick [deliverable]
Follow-up 1	Quick follow-up on this. I can keep it small: [one deliverable], [timeline], [price/range]. If useful, I can send a 3-line proposal
Follow-up 2	Closing the loop. If [pain] is still on your list, I can handle [specific task] this week. No issue if timing is off.
Warm lead	You mentioned [problem]. I can help with [specific result]. The simplest version is [deliverable] for [price], delivered [timeframe]
Proposal opener	Based on what you shared, the fastest win is [result]. I recommend [scope] because it removes [pain] without dragging out [timeframe]
Invoice nudge	Just checking that the invoice came through. Once payment is handled, I'll start [next step] and send the first update [timeframe]
Testimonial ask	Could you send one sentence on what changed after the project? Even a short note helps me show future clients what I can do

## Objection responses

Objection	Response
Too expensive	That makes sense. The smaller version is [scope] for [price], focused only on [result].
No time	I can keep your side light: one intake note, then I send the finished draft/assets.
Need to think	Of course. What would make this an obvious yes or no? I can adjust the scope around that.
Already have someone	No problem. If they get overloaded, I can handle the narrow [task] piece quickly.