

LESSON 35 WORKBOOK

Finding AI Clients

Module 5: Building an AI Career

Name		Date	
Client Acquisition Plan		Status	■ Not Started ■ In Progress ■ Complete

Lesson Purpose

Learn how to identify ideal AI clients, position your services, build trust, write effective proposals, network professionally, and develop a repeatable client acquisition system.

Before You Begin

- I completed Lesson 34.
- I have an AI portfolio or sample projects.
- I am ready to start reaching out to potential clients.

My Main Goal

Exercise 1

Describe your ideal AI client, including industry, business size, common problems, and the value you can provide.

Exercise 2

Write a short outreach message or proposal introducing your AI services and explaining how you can help a potential client.

Exercise 3

Create a weekly client acquisition plan showing how many prospects you will contact, where you will find them, and how you will follow up.

Practical Client Acquisition Activity

Choose one platform or networking method (such as LinkedIn, Upwork, Fiverr, your website, referrals, or direct outreach). Develop a client acquisition strategy, record your outreach efforts, and note the responses you receive.

Prompt Practice

Prompt: "Act as an experienced AI business development consultant. Help me identify ideal clients, write a persuasive outreach message, suggest pricing ideas, and create a follow-up strategy that builds long-term client relationships."

Key Takeaways

My Practical Action Step

Reflection

Completion Checklist

- Completed all workbook exercises.
- Defined my ideal AI client.
- Created an outreach and follow-up plan.
- I am ready for Lesson 36.

Next Step

Continue to **Lesson 36 – Creating AI Services.**