

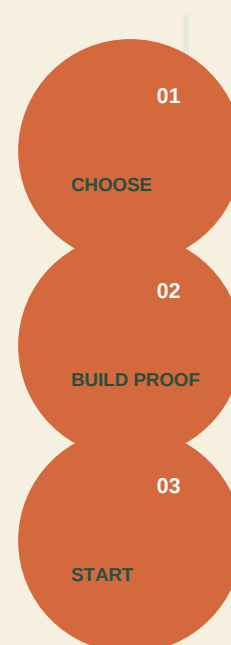
CLIENT PIPELINE KIT FREE SAMPLE

Contents, one practical lesson and a complete example

Review the actual teaching style before choosing a kit

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A working resource. Keep the examples fictional; make the decisions your own.

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02 Define who is a good fit

01 Who this level helps

For a freelancer who can deliver a service and has samples, but relies on random applications, generic pitches or unpredictable referrals.

A target-client profile, qualified lead list, outreach sequence, proposal structure, defensible quote and weekly pipeline review.

02 Define who is a good fit

- Pick a buyer type, recurring problem, evidence you can show, project size you can handle and a channel where the buyer can be reached. Avoid describing the target as 'any business.'
- Build an ideal-client profile from observable traits: business model, common work trigger, likely decision-maker and signs that the need is real.
- Keep a no-fit list too: unpaid speculative work, unclear authority, requests to evade platform rules, sensitive data without approved controls, or a scope that cannot be priced responsibly.

03 Sample proposal tailored rewrite

Six captioned clips from your product demonstration

Hi Amina, your brief says the 12-minute product demonstration needs six vertical clips for Instagram and TikTok. I have edited a self-directed sample from licensed practice footage showing a clear opening, readable captions and a clean handoff. For this project I would deliver six 20-45 second MP4 files, checked caption text and a clip log. The quote assumes one source video, your approved brand terms, one consolidated revision round and feedback within two working days. Could you share the source file, required call to action and date you need the files?

- It echoes the actual brief instead of listing unrelated skills.
- It states proof honestly and defines outputs and assumptions.
- It asks for details that can change timing or scope.

Research sources

External prices, yields, fees, and regulatory claims use the source markers shown throughout this guide. Verify time-sensitive figures before committing capital.

[S1] Ajira Digital Programme

Publisher: Ministry of Information, Communications and the Digital Economy

Geography: Kenya

<https://ajiradigital.go.ke/>

Check current free online-work training and mentorship options; do not promise placement or income.

[S2] Digital labour in Kenya

Publisher: International Labour Organization

Geography: Kenya

<https://www.ilo.org/sites/default/files/2024-06/24004-ILO-Digital-Labour-Kenya-v6%20Final%20May%2031%202024.pdf>

Research on digital labour workers in Kenya, including online freelancers and microtask workers. The report describes opportunities and working-condition risks.

[S3] Staying safe on Upwork

Publisher: Upwork

Geography: Global

<https://support.upwork.com/hc/en-us/articles/211067668-Staying-Safe-on-Upwork>

Check current marketplace requirements for payment, communication, tests, account access and suspicious requests before acting.