

PDF CLUB / FREE SAMPLE

10 client messages that win work

A practical selection for outreach,
referrals and personalization.

Copy, personalize and test the method.

FREELANCERS / INDEPENDENTS / SMALL BUSINESSES

FREE

How to use this PDF

These templates are starting points. A message works when it proves you understand the other person and offers one easy next step.

1

CHOOSE

Find the template that matches the moment.

2

PERSONALIZE

Replace brackets and add specific context.

3

SEND

Ask one clear question and respect the answer.

REAL CONTEXT + RELEVANT OUTCOME + SIMPLE QUESTION

Golden rule: never turn a template into spam. Write to fewer people with better context, and stop when someone says no.

Start a conversation

Lead with real context. Do not send a full pitch before earning attention.

01. Specific observation

When you spotted a visible opportunity.

Hi [name], I noticed [specific detail] on [business or profile]. I help [type of client] achieve [outcome], and I have one practical idea for [detail]. Would you like me to share it here?

02. Likely problem

When you know the industry well.

Hi [name], I work with [industry] and often see [problem]. Is that something your team is dealing with, or have you already solved it? If useful, I can explain the approach we use.

03. Three-line permission

When the person does not know you.

Hi [name], I am [your name]. I have a short idea that could help [company] with [outcome]. May I summarize it in three lines? If it is not a priority right now, no problem.

04. Relevant result

When you have a true comparable case.

Hi [name], we recently helped [type of client] move from [situation] to [verifiable result]. I saw that you are working on [context]. Would it be useful to see the process we followed?

05. Resource first

When you can help before selling.

Hi [name], I made a [checklist or example] about [problem] and thought it might help because [specific reason]. I am happy to send it with no obligation. If useful, we can then discuss how it applies to [business].

Ask for referrals

Ask for one specific connection and make the introduction easy.

06. Simple referral ask

After delivering a strong result.

[Name], I am glad [result] worked well. I have room to help two more [type of client] this month. Do you know anyone who needs to solve [problem]?

07. Forwardable introduction

To remove work for the person referring you.

If it helps, you can forward this: 'Meet [your name]. They help [type of client] achieve [outcome]. Their work helped us [brief result].'

08. Referred contact

When the introduction was approved.

Hi [name], [mutual contact] suggested we speak because you are looking for [outcome]. So I do not assume too much, what would you most like to improve about [area]?

09. Shared community

When you belong to the same group or event.

Hi [name], we are both part of [community or event]. Your point about [topic] caught my attention. I work in [specialty] and have one question: how are you handling [problem] today?

10. Testimonial and referral

After receiving positive feedback.

Thank you for saying that, [name]. Would you mind if I used your comment as a testimonial? And if someone in your network is facing [problem], feel free to share my details.

Personalization checklist

A short message can still feel human. Check these six points before you hit send.

01	Replace every piece of text inside brackets.
02	Add one detail that could only apply to that person.
03	Ask only one question in each message.
04	Remove any sentence that adds no context, value or action.
05	Read the message aloud before sending.
06	Respect a no and never automate outreach without consent.

PDF CLUB makes small tools for specific problems. If this PDF helped, reply to your purchase email and tell us which client message you find hardest to write.

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