

The Local Client Outreach Playbook

Your 4-Prompt System to Land Local Business Clients Fast

01

Go Local First

Local businesses decide faster, pay faster, and never ask for your follower count. While everyone else spends months chasing online clients, the businesses ten minutes from you have broken listings, missing booking pages, and no one to fix them. You don't need a portfolio or a proven offer — you just need to be one step ahead of the owner sitting across from you.

QUICK TIPS

- Your proof of competence is the audit itself: walk in already knowing what's broken.
- Pick a niche you understand — businesses whose problems make sense because you've lived near them.

02

Build Your Lead List in Two Minutes

One prompt turns Claude into your lead researcher: it finds businesses in your niche, audits their online presence, and hands you a table of gaps and phone numbers.

PASTE THIS

Find businesses in this category within my town. For each one, check their online presence. [offer action] Flag the ones that are clearly behind. Give me a table with the business, what's missing, and how to contact them.

QUICK TIPS

- Swap [offer action] for your service: "check if they have a booking page", "look at their review response rate".
- The what's-missing column is your opening line — lead with the gap, not your job title.

Knock First, Call Second, Email Last

Door to door gets the fastest yes, calling is second, and email is a distant last — the harder the channel is to fake, the faster it converts. Feed Claude your real availability and let it set targets you can actually hit.

PASTE THIS

I'm doing cold outreach to local businesses to land my first client. I can spend [X hours] per week on it. Give me a realistic daily and weekly target for outreach attempts across in person visits, calls, and emails, and a realistic number of conversations and yeses I should expect from that volume as a beginner. Keep it honest, not hype.

💡 QUICK TIPS

- Save email for follow-ups: visit first, then send the recap with your fix attached.
- A target you can hit on a bad week beats a fantasy number that makes you quit by Thursday.

Track It Like a Scoreboard

Skip the CRM subscription — your first fifty conversations fit in a Google Sheet built from your own notes. Photograph your notes after each outreach day and let Claude structure them.

PASTE THIS

Here's a screenshot of my outreach notes. Turn this into a simple tracker with columns for business name, contact method, date contacted, response, and next step. Give me a running tally of attempts, conversations, and yeses so I can see my progress like a scoreboard.

💡 QUICK TIPS

- Watch the attempts-to-conversations ratio — improvement there predicts your first yes.
- Always fill the next-step column; a lead without a next step is a dead lead.

05

Mine Local Events for Warm Leads

New openings and local events are the warmest leads in town: they have budget, urgency, and no incumbent provider. Run this monthly to keep your pipeline full without cold-calling every day.

PASTE THIS

Find upcoming local events, markets, and business openings in my town in the next thirty days that would benefit from [offer]. List the event, the date, the organizer, and how to reach them.



QUICK TIPS

- A business opening next month needs everything now — reach the organizer before opening day.
- Markets and events double as face-to-face outreach: one afternoon, a dozen conversations.

06

Win First, Then Build the Portfolio

After your first two or three wins, turn the results into proof. Claude can interview you block by block — your story, case studies with real stats, services, and testimonials — and assemble a deployed portfolio site in one sitting. Never invent stats or quotes; real numbers from real local clients close the next deal for you.



QUICK TIPS

- Collect a screenshot testimonial the day you deliver — DM screenshots convert better than polished quotes.
- Feature your flagship offer: the one service you want the next client to buy.

Ready to go deeper?

This playbook is the short version. Inside the hub you get the full build walkthroughs, the prompt library, and the systems I use to ship this in a weekend.

Join the Build →

<https://hub.digicuratoragency.com/join>