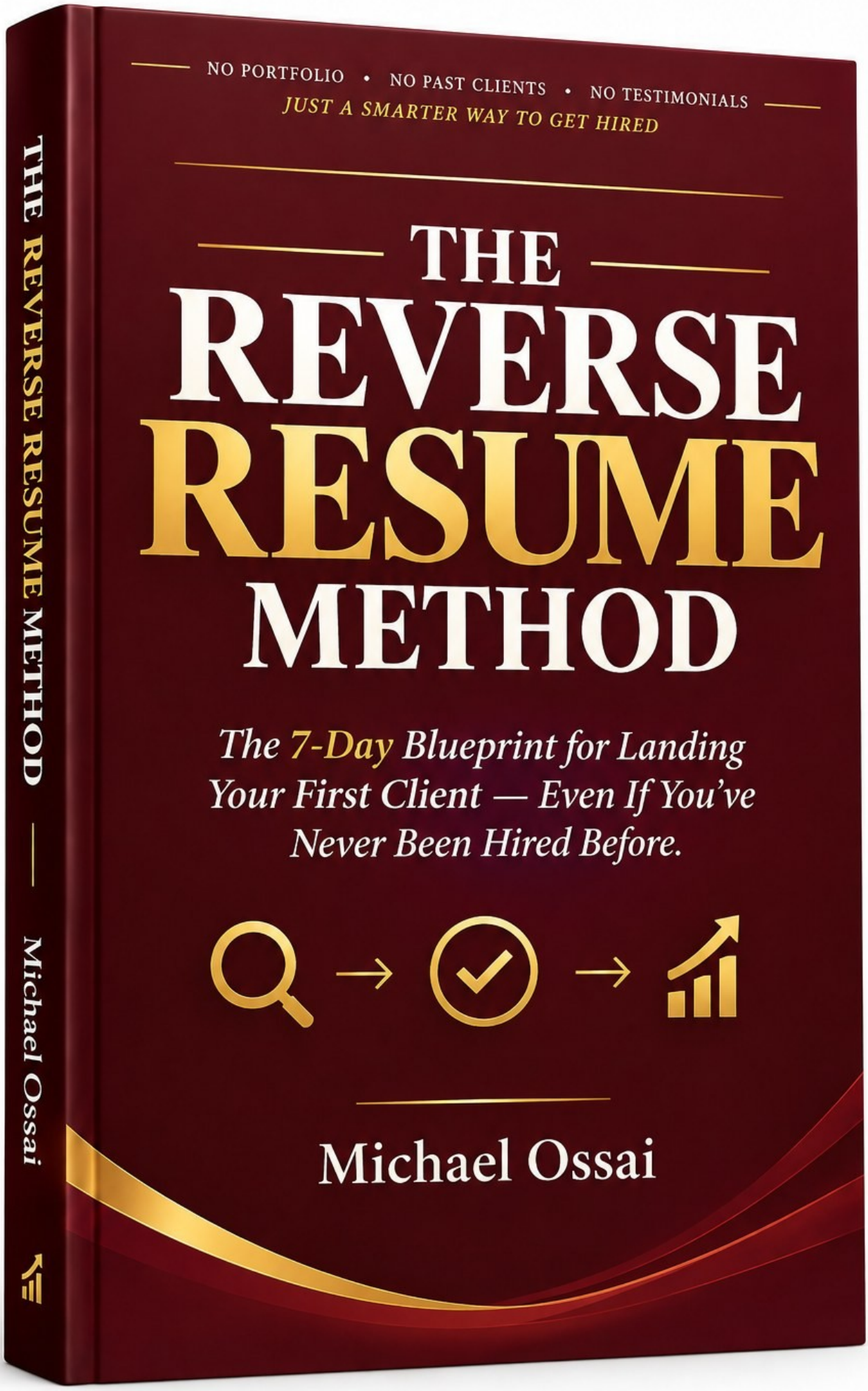

NO PORTFOLIO • NO PAST CLIENTS • NO TESTIMONIALS
JUST A SMARTER WAY TO GET HIRED
THE REVERSE RESUME METHOD
The 7-Day Blueprint for Landing Your First Client — Even If You've Never Been Hired Before.
Michael Ossai
THE REVERSE RESUME METHOD
Michael Ossai

Welcome to the System

You don't need ten past clients to start looking for your first one. You don't need a website, 5,000 followers, or a portfolio packed with real brand logos. And you definitely don't need to lie about your experience.

What you need is a simple way to make a client think: "This person actually looked at my business and already showed me what they can do."

A traditional resume tells a business what you've done for someone else. A Reverse Resume works in reverse: you show them a tiny sample of what you would do for their business before they ever ask you to prove yourself.

> **THE ONE RULE**
> If you could swap out the business name in your message with a competitor's name and it would still make sense, it is not specific enough. Delete it and start over. Your advantage isn't sending 100 generic emails — it's proving in 30 seconds that you actually looked.

The First-Client Map

Everything in this system follows one path:

1. FIND — businesses with an obvious reason to need your skill
2. QUALIFY — don't waste time on prospects with no buying signal
3. DIAGNOSE — find one specific thing you could improve
4. PROVE — create a tiny example of what you'd do
5. REACH OUT — send the proof with a short, personal message
6. FOLLOW UP — add value instead of asking "did you see this?"
7. PROPOSE — once there's interest, explain exactly what you'll do
8. CLOSE — agree on scope, price, timeline and next step
9. TRACK — record what happened so your next outreach is smarter

Results depend on your skill, your niche, how consistently you do the work, and how clearly you communicate. This guide gives you a method, not a promise of income.

Your 30-Day Proof-of-Action Guarantee

This guarantee is built around action, not luck. Here is exactly how it works — no fine print hidden later.

THE 30-DAY PROOF-OF-ACTION MONEY-BACK GUARANTEE

Try The Reverse Resume Method for 30 days. You qualify for a 100% refund of what you paid if you:

1. Contact 20 prospects who scored 4 or 5 on the Qualification Scorecard (Section 2).
2. Create a tiny proof sample (about 15 minutes each) for every one of them (Section 3).
3. Send your outreach and log every message, plus your Day 2, 5 and 14 follow-ups, in the tracker (Section 9).
4. Still haven't had a single positive conversation — a reply that shows real interest, such as a question about your work, a request for your price, or a call — or a paid Test Sprint.

To claim it: within 30 days of purchase, email a screenshot or photo of your completed tracker, plus the email address you used to pay, to michaelossai47@gmail.com. You can hide your prospects' names.

Why it's built this way: you're protected if you do the work and it doesn't land. The tracker is simply how we both know the work was done.

Quick Start: The 7-Day Execution Blueprint

Don't spend weeks "getting ready." Follow this plan to create your first real client opportunity within 7 days:

Day	Focus	Daily action	Target output
Day 1	Skill & niche	Choose 1 skill (e.g., copywriting) + 1 business type (e.g., coaches) + 1 problem (e.g., weak offer headline).	A defined target market.
Day 2	Prospect list	Find 10 active prospects online. Collect their handles and contact details. Do not message yet.	A list of 10 prospects.
Day 3	Qualification	Run all 10 prospects through the Qualification Scorecard. Keep only those scoring 4 or 5.	Your top 3–5 qualified prospects.
Day 4	Build your Reverse Resume	Spend 10–15 minutes per prospect creating 1 tiny proof sample (e.g., one rewritten headline, one visual mockup, or a 60-second video for your best prospect).	3–5 custom proof samples.
Day 5	Send your outreach	Send short, personal messages using the Hook → Insight → Proof → Ask structure. Log each one in your tracker.	3–5 pitches sent and logged.
Day 6	Pipeline & prep	Organize replies. Review the objection scripts and prepare your starter price.	Reply scripts ready.
Day 7	Follow up & close	Send your Day 2 follow-ups where needed. Send a 1-page proposal or a Test Sprint offer to anyone interested.	Your first proposal or Test Sprint offer sent.

Your goal this week isn't to become a successful freelancer. It's to create one real opportunity.

After Day 7, repeat Days 2–5 with a fresh list until your tracker shows 20 qualified prospects contacted. That's also the number your guarantee is based on.

Section 1: Target the Right Business

"Clients" is too vague to search for. You need a specific target so you can spot obvious problems.

Too vague	Specific enough to act on
"I want clients who need graphic design."	Restaurants with active Instagram pages whose promotional graphics look messy.
"I want web design clients."	Local service businesses with slow, outdated websites and active social pages.
"I want copywriting clients."	Business coaches selling high-ticket offers whose landing pages are confusing.
"I want video editing clients."	Creators or coaches posting long videos with slow openings and no captions.
"I want virtual assistant clients."	Busy business owners who handle every booking and enquiry by hand on WhatsApp or DMs.

The 1-Skill / 1-Market Rule

For your first 20 outreach attempts, focus on:

ONE skill + ONE business type + ONE specific problem

Example: Copywriting → Fitness coaches → Weak offer headline.

This narrow focus gives you the repetition you need to spot problems instantly. It doesn't mean you'll only ever work with that market — just that you'll get good fast.

Section 2: The Qualification Scorecard

Never message a business just because it exists. Score each prospect from 0 to 5 before you spend time building proof — one point for each signal that's true.

Signal	What to look for	Point
Active business	Recent posts, active products, current customer activity.	+1
Something to sell	A product, course, booking link, or event page.	+1
Visible marketing	Active Instagram, Facebook, LinkedIn, website, or email newsletter.	+1
Clear opportunity	Confusing headline, messy graphics, slow checkout, weak video hook.	+1
Urgent reason	New product launch, upcoming event, active promotion.	+1

How to read the score

- Score 5: Strong prospect — research deeply and build proof.
- Score 4: Good prospect — prepare proof.
- Score 3: Contact only if the opportunity is glaringly obvious.
- Score 0–2: Low priority — skip for now.

A score isn't a prediction that someone will buy. It just helps you decide where to spend limited time.

The Prospect Sheet

Business: ***[NAME]*** Where I found them: ***[PLATFORM]***
What they sell: ***[OFFER]***
What they're doing well: ***[OBSERVATION]***
One opportunity I noticed: ***[PROBLEM]***
What I could demonstrate: ***[PROOF IDEA]***
Why now: ***[CURRENT SIGNAL]*** Score: __/5

Section 3: Building Your Reverse Resume

Instead of claiming what you can do, show them a tiny sample.

The Reverse Resume Formula

1. FIND a public asset they've already published
2. DIAGNOSE 1 specific flaw
3. IMPROVE it briefly
4. EXPLAIN the reasoning in 1 sentence
5. SEND it directly as proof inside your first message

> **THE GOLDEN RULE OF FREE PROOF**
>
> Never do the whole project. You are showing how you think, not doing unpaid labor. Your proof should take 10 to 15 minutes to create: one rewritten headline, one social caption, one video hook, or one visual redesign concept.

The Quick Diagnostic Audit Checklist

Before creating your sample, use the checklist for your skill to find an easy problem.

For copywriters

- ☐ Is the main headline vague? (Replace generic text like "We help you grow" with a clear outcome.)
- ☐ Is the offer clear? (Can a visitor tell what is being sold in 5 seconds?)
- ☐ Is it easy to read on a phone? (Huge blocks of text instead of short 1–2 sentence paragraphs?)

For graphic designers

- ☐ Is the text hard to read? (Dark text on a dark background, or thin fonts.)
- ☐ Is the layout cluttered? (Too many shapes, emojis, or colors competing for attention.)
- ☐ Is the branding inconsistent? (Every post uses different fonts and colors.)

For video editors

- ☐ Is the hook boring? (Does it start with "Hey guys, welcome back..." instead of jumping into the topic?)
- ☐ Are there captions for muted scrollers? (No subtitles is an easy thing to point out.)
- ☐ Is the pacing slow? (Long silences or dead pauses between sentences.)

For social media managers

- ☐ Does the bio say who they help and what to do next? (A bio that only says "Entrepreneur | Dreamer" gives no reason to follow or buy.)
- ☐ Do the posts end with a clear next step? (Captions with no call to comment, DM, or click leave sales on the table.)
- ☐ Is posting consistent? (Long gaps or random topics make a page feel inactive.)

For web designers & developers

- ☐ Is the page slow or broken on a phone? (Open it on your own phone — if you wait, so do their customers.)
- ☐ Is the main button easy to find? (A buy, book, or contact button buried far down the page or in a low-contrast color.)
- ☐ Is the navigation confusing? (Too many menu items, or no obvious way to contact or buy.)

For virtual assistants

- ☐ Do customers wait too long for replies? (Unanswered comments or DMs show a missing inbox system.)
- ☐ Is booking or ordering manual and messy? (Lots of back-and-forth just to confirm one appointment.)
- ☐ Is there no sign of a system? (No FAQ, no automatic welcome reply, no order tracking — you can build one.)

Proof Samples by Skill

Copywriter

Their headline: *"We Help Businesses Grow Online."*

Your proof: *"Turn More Website Visitors Into Paying Clients — Without Increasing Your Ad Spend."*

Why: *"Shifted from describing what you do to stating the direct outcome the client gets."*

Social media manager

Their post: *"Happy Monday! Stay consistent. Contact us for more info."*

Your proof: *"Still posting every week but getting almost no enquiries? Here are 3 things I'd check first."*

Graphic designer

Their visual: *A cluttered, hard-to-read promo post*

Your proof: *A clean visual concept, labeled "Unsolicited Concept Redesign Sample."*

Video editor

Their opening: *"Hi guys, welcome back to another video..."*

Your proof: *"If you're making this mistake with your first client, you're losing money without knowing it."*

Web designer / developer

Their problem: *The main button is buried at the bottom of the page*

Your proof: *A quick annotated mockup showing the same page with the button moved higher, labeled "Unsolicited Concept Sample."*

Why: *One specific fix, explained in one sentence. Never claim you built or changed their site.*

Virtual assistant

Their problem: *Customers book by DM with a long back-and-forth*

Your proof: *A one-page workflow showing the steps from enquiry to confirmed booking, plus one ready-to-use auto-reply message.*

Why: *It shows you can turn their daily mess into a simple system.*

Want more ideas? Your bonus guide, 50 Proof-Sample Ideas, has 50 more by skill.

The proof quality check

Before sending, ask: Is it specific to this business? Is it small — minutes, not hours? Is it useful — would the owner see why it matters? Is it honest — clearly labeled as an unsolicited sample? Is it easy to understand in under a minute?

Section 4: Pitch Scripts You Can Use Today

Your first message has one job: start a useful conversation. Never mention price in message #1.

> **WHY NO PRICE YET**
> A stranger doesn't yet understand the problem you're pointing at. A price this early just gives them a reason to say no before the conversation starts. Price belongs in the proposal (Section 8), once they've replied.

The Universal Pitch Framework

1. Hook: Prove you actually looked at their business.
2. Insight: Respectfully point out what you observed.
3. Proof: Present your tiny sample.
4. Ask: End with one easy question.

Platform-Specific Scripts

Option A: Cold email

Subject: Quick idea for *[COMPANY NAME]*'s landing page

Hi *[NAME]*,

I came across *[COMPANY NAME]* and spent a few minutes looking at *[SPECIFIC PAGE/ASSET]*.

I noticed *[SPECIFIC OBSERVATION]*. Here is one alternative version I'd test:

"*[INSERT YOUR REWRITTEN HEADLINE / PROOF]*"

(Why: Shifts focus directly to the main benefit the client cares about).

If this direction makes sense, I'd be glad to show you how I'd approach the rest of *[PROJECT/AREA]*.

Best,

[YOUR NAME]

Option B: Instagram DM / LinkedIn

Hi *[NAME]* — came across your page and was looking at *[SPECIFIC POST/OFFER]*.

I noticed *[SPECIFIC OBSERVATION]*. I put together a quick draft concept to show how I'd format that layout to boost readability:

[ATTACH/LINK PROOF SAMPLE]

Would something like this be useful for *[SPECIFIC PART OF THEIR BUSINESS]*?

Option C: WhatsApp (Local / Nigerian Business)

Good day ***[NAME]***. My name is ***[YOUR NAME]***. I came across ***[BUSINESS NAME]*** and was looking at your ***[PAGE/OFFER]***.

I noticed ***[SPECIFIC OBSERVATION]***. I put together a quick example of how I'd approach it: ***[PROOF]***

Would it be useful if I showed you two more ideas around this?

Want to stand out? Add a short video to your best pitches. See the Video Reverse Resume upgrade at the end of this guide (page 19).

Section 5: The "Do This / Avoid That" Cheat Sheet

Do not say (sounds cheap and desperate)	Say this instead (value-first and professional)
"Hello sir, I hope you are doing well."	Open with your Hook: "I came across your business and was looking at [SPECIFIC PAGE]..."
"I am a professional freelancer with years of experience."	Show the skill immediately: "I put together a quick example: [PROOF]"
"I can help grow your business!"	Name the specific opportunity: "I noticed your landing page headline focuses heavily on..."
"Please consider me, I need opportunities."	Focus on their outcome: "Thought this sample might help improve conversions on your offer."
"I offer high-quality services."	Show the quality: attach the sample instead of describing it.
"Let me know if you are interested."	Ask an easy question: "Would something like this be useful for [SPECIFIC PART]?"
"Just checking in on my last message."	Add new value: "I was thinking about your offer page and noticed one more quick win..."

Section 6: Handling Replies & Objections

When a prospect replies, don't dump a full proposal. Understand what they need first.

The 3-Question Rule

1. "What are you trying to achieve with this project right now?"
2. "What have you tried so far?"
3. "What would the finished result look like for you?"

Scripts for Common Objections

1. "How much do you charge?"

"Happy to give you a figure. I just want to make sure I'm pricing the right scope — can I confirm ***[ONE DETAIL]*** first?"

Then quote.

2. "Send your portfolio." (when you don't have one)

"I'm still building my client portfolio, so rather than send unrelated samples, I put together the example above specifically around your business. I can also create one more small sample based on the exact project you're considering."

If they ask for more: "Absolutely. I can show you additional practice work, and I'm also happy to create one small sample based on your specific project."

3. "Your price is too high."

"Thanks for being direct. Is it the total project scope that's outside budget, or is the current package more than you need right now?"

This isolates the real concern before you touch the number.

4. "Can you do it cheaper?"

"I can reduce the scope if that helps — instead of ***[FULL PACKAGE]***, I could start with ***[SMALLER DELIVERABLE]*** for ***[LOWER PRICE]***."

This protects your rate while still giving them an option.

5. "We already have someone."

"Understood — thanks for letting me know. If you ever need an extra pair of hands for a specific project, I'm happy to help."

Then move on. No arguing.

Quick Replies

They say	You say
"We don't need this."	"Completely understood — thanks for taking the time to look." Then move on.
"Send more examples."	"Sure — I'll also create one small example around your specific project."
"I need to think about it."	"Of course, take your time. Happy to answer anything while you decide."
"I'll get back to you."	"Sounds good, I'll leave it with you." Don't chase immediately.

The "Paid Test Sprint" Strategy (Risk Reversal)

When a prospect hesitates on a full package, offer a Paid Test Sprint: a small, paid first step that lets them judge your quality without risking a big budget.

You say

"That's completely understandable! Taking a chance on a full project before seeing how we work together can feel like a leap.

How about we start with a small Test Sprint first, so you can judge the quality without risking a big budget?

For example, instead of doing the full project, we can start with just ***[1 SMALL DELIVERABLE, e.g., a 3-email welcome series or 1 hero section layout]*** for ***[SMALL FEE, e.g., ₦15,000 / $35]***.

If you love the results, we can apply that work toward the full project. If not, you walk away with a completed asset you can use immediately.

Would that feel like a safer way to test the waters?"

Agree exactly what the sprint includes, and collect payment before you hand over the final files.

Section 7: Starter Pricing Guide (Typical Ranges)

> **USE THESE AS A STARTING POINT, NOT A RULEBOOK**
>
> These are rough, typical starting ranges for beginners — not fixed rates. Real prices depend on your country, your niche, the client's budget, and the size of the job. Before you quote, spend 15 minutes checking what other freelancers in your market charge for the same work, then adjust these numbers up or down.

Copywriting & content writing

Service	Local Nigerian clients (₦)	International clients ($)
Single landing page copy	₦35,000 – ₦80,000	$100 – $250
Email welcome sequence (3 emails)	₦25,000 – ₦50,000	$75 – $150
Single sales or promo email	₦10,000 – ₦20,000	$30 – $60
Social media caption pack (10 posts)	₦20,000 – ₦45,000	$60 – $120
Blog post / article (1,000 words)	₦15,000 – ₦35,000	$40 – $100

Graphic design

Service	Local Nigerian clients (₦)	International clients ($)
Single social media graphic / flyer	₦7,000 – ₦15,000	$20 – $40
Carousel design (5–7 slides)	₦15,000 – ₦30,000	$45 – $90
Basic brand starter (logo + colors)	₦40,000 – ₦90,000	$120 – $250
Ebook cover / PDF design	₦25,000 – ₦50,000	$75 – $150

Short-form video editing (Reels, TikToks, Shorts)

Service	Local Nigerian clients (₦)	International clients ($)
1 short-form video (hooks & captions)	₦10,000 – ₦20,000	$30 – $60
Video starter pack (4 videos)	₦35,000 – ₦70,000	$100 – $200
Bulk video pack (10 videos)	₦80,000 – ₦150,000	$250 – $450

Web design & UI/UX

Service	Local Nigerian clients (₦)	International clients ($)
Single landing page (WordPress / Wix / Framer)	₦50,000 – ₦120,000	$150 – $350
Full business website (3–5 pages)	₦100,000 – ₦250,000	$300 – $700
Mobile layout audit & fix (1 key page)	₦25,000 – ₦50,000	$75 – $150

Virtual assistants and social media managers usually price by the hour or by a monthly package. Check what others in your market charge and start at the lower end.

3 Golden Rules for Pricing

1. Start at the lower end for client #1. Your goal on the first project is momentum and a real testimonial, not maximum profit.

2. Raise your rates as your proof builds. A common rule of thumb is 20–30% after every two successful clients.

3. Collect a 50% deposit before you start custom work.

Section 8: Proposals That Get Read

Keep proposals under one page. A proposal answers five questions: what are we doing, why, what will I receive, how long, and how much.

PROJECT PROPOSAL: [PROJECT NAME]
Prepared for: ***[CLIENT NAME]*** | Date: ***[DATE]***

1. GOAL
To improve ***[SPECIFIC ASSET]*** in order to achieve ***[DESIRED RESULT]***.

2. DELIVERABLES
• Deliverable 1: ***[e.g., 1 sales page copy draft]***
• Deliverable 2: ***[e.g., up to 2 rounds of revisions]***
• Deliverable 3: ***[e.g., final hand-off and support]***

3. TIMELINE & INVESTMENT
• Timeline: Delivery within ***[X]*** business days.
• Total investment: ***[PRICE IN ₦ OR $]***

4. TERMS & PAYMENT
• 50% deposit required to begin work.
• 50% final balance due on completion, before final files are delivered.

5. NEXT STEP
Reply "YES" and I'll confirm the start date and deposit details.

PROTECT YOUR SCOPE
State plainly what's included AND what isn't, right in the proposal (e.g. "Includes: 3 revisions, 2 landing pages. Not included: ongoing updates after launch"). When a client asks for something extra mid-project, don't just say yes to keep the peace — that's how a ₦15,000 job quietly becomes a ₦40,000 job you never got paid for. Say: "Happy to add that! Since it's outside our original scope, here's a quick add-on quote: [PRICE]."

Section 9: Follow-Up & Tracking

Never follow up with "just checking in." Always add value or give space. "Just checking in" gets ignored; "I noticed one more thing" gets read.

> **Day 2: Gentle nudge**
>
> "Hi ***[NAME]*** — just floating this back up in case it got buried. No rush, happy to answer anything if useful."

> **Day 5: Value-add**
>
> "Hi ***[NAME]*** — I was thinking about ***[BUSINESS]*** and noticed one more thing: ***[OBSERVATION]***. I'd test ***[IDEA]***. Thought it might help!"

> **Day 14: Clean exit**
>
> "Hi ***[NAME]*** — I'll leave this here so I don't keep filling your inbox. If ***[PROJECT]*** becomes a priority later, feel free to reach out."
>
> Then stop.

The "Ghosting Recovery" Protocol

If a prospect goes silent for 4 days after seeing your price, send this:

> "Hi ***[NAME]*** — usually when I don't hear back after sharing pricing, it means one of two things: either the quote was outside budget, or the timing isn't right.
>
> Should I close this project file for now, or is this still something you're looking to fix this month?"

Your 20-Prospect Outreach Tracker

Log every message before you send it — don't trust memory. Copy this table into a spreadsheet, your notes app, or a notebook. A screenshot or photo of your filled tracker is also what you'd send to claim your guarantee.

Prefer a fillable version? Open this link and Google will make you your own copy: [Open the fillable tracker (Google Sheets)](https://docs.google.com/spreadsheets/d/1BzBqVMiWitc7AYOK9Rflo-gzHNwHuUY65zUJU7qIOoE/copy)

https://docs.google.com/spreadsheets/d/1BzBqVMiWitc7AYOK9Rflo-gzHNwHuUY65zUJU7qIOoE/copy

#	Date	Prospect	Platform	Score	Proof sent	Replied?	Follow-up	Outcome
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

Section 10: Reading Your Numbers

Look at patterns, not single responses. Twenty personalized messages that produce 3 replies and 1 project is a strong result — far more useful than judging yourself on one "no." After every 10 prospects, review: how many replied, which proof got attention, and which message performed best. Then change ONE thing, not everything at once.

The First-Client Diagnostic

If this happens...	Investigate...	Do NOT do this...
No replies at all	Targeting, hook, or relevance.	Don't assume your skill is bad.
Replies, but no real conversation	Your ask, or your follow-through.	Don't send more generic messages.
Conversation, but no proposal	Qualification — do they actually need this?	Don't discount pre-emptively.
Proposal, but no sale	Offer, scope, price, or trust.	Don't blame the whole market.
Sale, but no repeat work	Delivery or the relationship.	Don't assume it was luck.

This turns rejection into information instead of a verdict on your ability.

Section 11: The Ground Rules & Checklist

> **NEVER FABRICATE**
> Never fake testimonials, clients, results, screenshots, or credentials. A fake reputation follows you far longer than a slow start does. Label practice samples as "unsolicited concept samples."

Pre-Send Checklist (Run This Before Every Message)

- ☐ I know exactly who this person is and what their business sells.
- ☐ I found one specific opportunity in their current marketing.
- ☐ I created a small, honest proof sample (10–15 minutes).
- ☐ The message is personalized — swapping the business name would break it.
- ☐ It ends with one clear, easy question.
- ☐ No price is mentioned in message #1.
- ☐ It's logged in my tracker, with Day 2, 5 and 14 follow-ups scheduled.

Section 12: Turn Your First Client Into Repeat Income

Your first client isn't just money — it's the beginning of your evidence. Once the work is done, ask: "Would you be comfortable with me showing a small portion of this project in my portfolio as an example?" If they agree, document the problem, what you did, what changed, and any feedback they volunteer. Use what actually happened — never inflate a happy client into a fake case study.

Outreach → First project → Deliver well → Get feedback → Case study → Next client

The 3-Step Repeat Income Loop

1. Deliver 24 hours early. Surprising a client with fast delivery builds instant trust.

2. Include 1 small bonus. Drop in a tiny extra bit of value (e.g., "I finished the copy, and I also wrote 2 extra headline options for you!").

3. Pitch the next step.

> **You say**
>
> "Now that we've fixed ***[PROBLEM A]***, the next thing that will help you get results is ***[PROBLEM B]***. Would you like me to take care of that for you this month?"

Once this loop runs once, you stop saying "I have no experience" and start saying "Here's what I recently did." That is the entire shift this system is built to create.

You don't need a perfect proposal. You need proof, sent to the right person.

Upgrade Module: The Video Reverse Resume

A text proof shows a prospect what you would fix. A short video lets them hear how you think. Use it as an upgrade for your best prospects (score 5), and keep the text proof for the rest.

> **BE HONEST ABOUT WHAT IT DOES**
> A video makes your proof easier to trust, but it won't fix a weak target or a weak offer, and it never guarantees a reply. It takes longer than a text proof (plan on 20 to 30 minutes), and some people won't click a link from a stranger. That's why the message around the video must still carry your observation and your fix in writing. A video walkthrough counts as your proof sample for the guarantee.

Pick your tool

- Loom is free to start. At the time of writing, its free plan stores 25 videos, caps each at 5 minutes, records up to 720p, and puts a Loom logo on your videos. That's plenty for a 60 to 90 second walkthrough, but check Loom's current limits because they change.
- No Loom? Record your phone screen, upload the video to Google Drive or YouTube (set to Unlisted), and share that link.
- Whatever you use, open your link in a private window before you send it. If it asks you to log in, fix the sharing setting.

The 60 to 90 Second Structure

Time	What you do	What you say (example)
0:00 to 0:10	The hook: show their page on screen.	"Hi [NAME], I was looking at [PAGE] and noticed [ONE REAL STRENGTH]. I also spotted one quick thing that could be costing you [RESULT]. Let me show you."
0:10 to 0:40	The breakdown: point at the one specific problem.	"Right here, [WHAT YOU SEE]. On a phone, this means [WHY IT HURTS: harder to read, easier to ignore, fewer clicks]."
0:40 to 1:10	The proof: show your fix (a rewritten headline, a mockup, or a workflow).	"Here's how I'd test it instead: [YOUR FIX]. It leads with the result, so a visitor gets the point in seconds."
1:10 to 1:20	The ask: one easy question. No price.	"Would it be useful if I showed you two more ideas like this for [PART OF THEIR BUSINESS]?"

Stay under 90 seconds. One problem per video. Only show public pages.

The Message That Carries the Video

Email

Subject: Quick thought on your *[SPECIFIC ASSET]*

Hi *[NAME]*,

I came across *[COMPANY NAME]* and spent a few minutes looking at *[SPECIFIC PAGE/ASSET]*. It has real strengths, but I noticed *[SPECIFIC OBSERVATION]*, which may be costing you *[RESULT: clicks, enquiries, or readability on phones]*.

Here's one fix I'd test: "*[YOUR REWRITTEN HEADLINE / PROOF]*"

I also recorded a short video (about 60 seconds) showing where I spotted it and how I'd fix it: *[VIDEO LINK]* (no login needed).

Would it be useful if I showed you two more ideas like this for *[SPECIFIC PART OF THEIR BUSINESS]*?

Best,

[YOUR NAME]

Instagram DM / WhatsApp (short version)

Hi *[NAME]*, I was looking at *[PAGE/OFFER]* and recorded a 60-second video showing one thing I'd fix: *[VIDEO LINK]*

In short: *[ONE-SENTENCE OBSERVATION AND FIX]*.

Would it be useful if I showed you two more ideas like this?

Low-Data and Low-Power Tips

- Record when your power and connection are steady. Charge your laptop first, and do a 10-second test recording.
- Keep it short. A 60 to 90 second video is a smaller file and uploads faster. If your recorder lets you choose, pick 720p over 1080p or 4K. For screen recordings you won't notice the difference.
- Let the upload finish before you send the link, then watch it once yourself.
- Send links, not video files. WhatsApp and email compress or reject large videos.
- A face camera is optional. A clear voice and a steady screen matter more. If your room is noisy (generators, traffic), use earphones with a mic.
- For international prospects, send in their morning, when they're likely at their desk. 9:00 AM in New York is about 3:00 PM in Nigeria in winter and 2:00 PM in summer. For local businesses, send when they're usually online.

Do and Don't

Do	Don't
Record only for prospects who scored 5.	Spend 30 minutes on a prospect who scored 2.
Open with one real strength before the problem.	Mock their work or call it bad.
Fix one problem per video.	Try to fix everything in 90 seconds.
Write the observation and the fix in the message too.	Send a video link with no explanation.
Show only public pages and assets.	Show private dashboards, messages, or personal data.
Follow up in text on Day 2, 5 and 14.	Chase with "did you watch my video?"