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COLD OUTREACH MASTERY FOR NIGERIAN FREELANCERS - EMAIL TEMPLATES, SCRIPTS & CLIENT LANDING STRATEGIES

Stop struggling to find clients on oversaturated platforms like Upwork and Fiverr. This proven cold outreach system has ...

01

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NGN 7,500

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CHAPTER 1

COLD OUTREACH MASTERY FOR NIGERIAN FREELANCERS

01

Email Templates, Scripts & Client Landing Strategies for Side Hustlers Tired of Platform Competition

By Funmi Adeleke

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WHAT'S INSIDE

Welcome - Why cold outreach beats competing with 10,000 other freelancers

Chapter 1: The Research Foundation - Find clients who actually need what you sell

Chapter 2: Email That Gets Opened - Subject lines and sender names that bypass spam filters

Chapter 3: The Perfect Pitch Structure - My 4-part template that converts cold prospects to warm leads

Chapter 4: Social Proof for Unknowns - Build credibility when you have zero testimonials

Chapter 5: Follow-Up Sequences That Work - Turn "not interested" into "tell me more"

Chapter 6: Pricing Without Apologies - Quote NGN 200,000 monthly rates to international clients

Chapter 7: Video Pitches and Voice Messages - Stand out when text emails get ignored

Chapter 8: Tracking What Matters - Simple metrics that predict your next NGN 500,000 month

Final Word - Your first 30 days of systematic outreach

WELCOME

I've sent over 12,000 cold emails in the last four years. Most got ignored. Some got nasty replies. But enough said "yes" to build a consistent NGN 400,000 monthly freelance business writing sales copy for US and UK companies.

I started because Upwork felt impossible. You bid against 47 other Nigerians for a NGN 8,000 project, then get rejected for "lacking experience." Fiverr was worse - competing on price with sellers offering logo design for $5. I needed a different approach.

Cold outreach changed everything. When you email potential clients directly, you're not competing with anyone. You're having a one-on-one conversation about their specific problem. The client sees your message in their inbox alongside emails from their business partners, not buried in a pile of 50 proposals.

This book contains the exact templates, scripts, and strategies I've used to land clients paying NGN 150,000 to NGN 500,000 per project. I've taught this system to over 500 Nigerian freelancers across Lagos, Abuja, and online. The ones who follow the process consistently land their first international client within 60 days.

What this book is NOT: get-rich-quick schemes, fake testimonials, or generic advice copied from American marketers. Everything here is tested by Nigerians, for Nigerians, targeting international clients who pay in dollars but respect our hustle.

You'll learn client research that takes 10 minutes per prospect, email templates that get 23% reply rates, and follow-up sequences that turn cold leads into paying customers. Most importantly, you'll discover how to position your Nigerian perspective as an advantage, not something to hide.

READ THIS FIRST

Cold outreach only works if you can actually deliver results. Master your core skill first, then use these templates to find clients who'll pay you properly for that skill.