

FREE GUIDE

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# FROM INVISIBLE TO FULLY-BOOKED

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How to get your first clients online when nobody knows you yet

**Greghi**

Founder of Voxis · [byvoxis.com](https://byvoxis.com)



# Before you read this

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This isn't a motivational PDF. It's not going to tell you to "believe in yourself" or "post consistently and results will come." You probably already know that posting alone doesn't do anything.

What this is: an honest breakdown of the shift I had to make to go from zero clients to actually getting paid for my work — with no big audience, no famous portfolio, and no one teaching me what to do.

If you are a freelancer, designer, or builder in your first year or two online, this is for you.

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## The actual problem (it's not what you think)

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Most people in your position think the problem is visibility. If only more people saw my work, clients would come.

Some think the problem is price. If I lower my rate, it will be easier to hire.

A few think the problem is skill. If I just got better, I would deserve more.

**None of these are the real problem.**

The real problem is that you haven't made it obvious what you solve and for who. You are showing up online as a person with skills — which means you are competing with everyone else who has skills. You need to show up as someone who fixes a specific and painful thing for a specific type of person.

That is positioning. And it's the first thing we are going to fix.

And after that, stop thinking about "how do I make more money", and start thinking about "how I can bring more value".

Once you do that, you are ahead of 99% of beginners who "just want to do money online".

Here goes the sauce:

## 01

## STEP 1

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# Stop selling skills. Start selling outcomes.

When someone hires you, they're not buying your skill. They're buying the result of your skill.

"I design websites" doesn't make anyone buy. "I build websites that help freelancers and small businesses look credible online and actually convert visitors into customers" — that's a different sentence. Same skill. But now there's a before and after attached to it.

Write your own version of this:

I help [who] do/get/become [what outcome] so they can [what changes for them].

This one sentence is the foundation of everything: your headline, your outreach, your sales conversations.

## 02

## STEP 2

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## Your first clients are already around you.

Most people try to get clients by posting into the void and waiting. It doesn't work at the start because you don't have enough proof of work and reach yet.

The clients who are already close to you — business owners you know, people in your city, people in communities or student associations you are part of, people who follow people you follow — those are your first 3 to 5 clients. Why? You already have built some trust with them.

I built my first proper client relationship by showing up in person to a shop in my own city. I didn't wait for inbound. I looked around at who had a visible problem I could solve, and I reached out like a human being who was genuinely interested in helping.

**Here's the exercise: write down 10 people or businesses around you who could genuinely benefit from what you do. Then for each one, ask: what's the specific problem they have that I could fix?**

That list is your first outreach channel.

## 03

## STEP 3

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## Do outreach without begging.

The reason most outreach feels gross (both to send and to receive) is because it's about you. "I'm a designer, here is my portfolio, let me know if you are interested." That is a stranger walking up to someone and handing them a CV. You don't want that.

The outreach that works is about them. It names a specific thing you noticed about their situation. It says why it matters. And it makes a clear offer with low pressure.

Template (adapt it, because if you copy it, it won't work for you):

"Hey [name], I came across [their work/business/profile] and noticed [specific observation — a problem, a gap, something that could be better]. I work with [type of person] to [outcome you create]. If that's something you're thinking about, I would be happy to [a quick call, a free audit, a short proposal — something small, low pressure].  
Either way, good work on [something genuine]."

The specificity is what separates this from spam. If you can't fill in that specific observation, don't send it.

## 04

## STEP 4

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## Pricing without shrinking.

You're going to feel the urge to lower your price before the client even asks you to. You will talk yourself into charging less because you are scared of a no.

Here is the frame that helped me: your price is not a reflection of your confidence. It's a reflection of the value the client gets. If you build a website that helps someone get found online, attract customers, and stop being invisible — what is that worth to her business over the next year? Way more than what you charged.

Think about it this way: say you build a high-end website for a plastic surgeon. One new patient is worth 10,000 euros to their practice. If your website brings them 3 new patients a month, that's 30,000 euros a month in revenue you are directly responsible for. What is 10% of that? 3,000 euros. That is not an expense for them. That is the best investment they ever made. The math is the pitch.

Ignore your fear and price for the outcome.

At the start, you are not charging for your years of experience. You are charging for the result. And the result is real regardless of how long you have been doing this.

A simple rule: charge what feels like slightly too much. If a number feels comfortable and easy to say, go higher. The first time you feel a little nervous saying your price and the client says yes — that's the number you should have been charging all along. Don't go lower, but don't go higher.

## 05

## STEP 5

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## Build your reputation step by step.

There are no shortcuts or secret formulas to build a portfolio that converts. But there is a faster path than most people take.

For every client you take on, make the experience better than they expected. This is something I do every time. I always make sure to go the "extra-mile". That's my mindset.

Not just in the work — the communication, the speed, the dedication and level of detail. People who feel genuinely well-served do not only come back. They tell someone.

A client of mine didn't just keep the website. She was so happy about the result that she told people about it.

Don't treat your first 5 clients as just income. They are the foundation of everything you will build online. Treat them accordingly.

## 06

## STEP 6

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## Why most people read the right things and still go nowhere.

Here is something nobody talks about. You can have the right information and still not move. It happens all the time. People read the right books, watch the right videos, save the right posts — and six months later they are in the exact same place.

It is not a knowledge problem. It is an implementation problem.

When you are figuring things out alone, every small obstacle becomes a reason to pause. You second-guess your pricing before the conversation even starts. You rewrite your outreach message fifteen times and never send it. You spend three weeks building a portfolio page instead of talking to one potential client. There is no one to tell you that you are overthinking it.

The people who move fast are not the ones who know the most. They are the ones who have someone keeping them honest. Someone who has already made the mistakes, who can tell them in five minutes what would have taken them five months to figure out on their own.

### **Information without implementation is just entertainment.**

You have read five steps in this guide. If you act on even two of them this week, you will be ahead of 90% of people who downloaded it. The question is whether you actually will — or whether this becomes another saved PDF.

That decision is yours. But you do not have to make it alone.

WHAT'S NEXT

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# Now move.

I hope you have found a lot of value in this PDF and that it gave you enough clarity to start getting your first clients.

This guide gives you the thinking. But thinking alone does not close clients.

The difference between the people who read something like this and go sign their first client within weeks — and the ones who don't — is almost never talent. It is accountability, speed, and having someone in their corner who has already walked the road and can tell them exactly where to step.

That is what my mentorship is built around. Not theory. Not another PDF. We work through your specific situation: your positioning, your outreach, your pricing conversations, your first clients. You get direct feedback on your actual work. You get someone who will tell you when you are overthinking and when you are undercharging. You move faster because you are not figuring it out alone.

If you want to compress six months of trial and error into a few weeks, the link in my bio takes you there. Or send me a DM.

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## Gregghi

Founder of ByVoxis · [byvoxis.com](https://byvoxis.com)

