FRAN MURAD

2026 EDITION

EXECUTION MANUAL

Your first clients

The 5-stage circuit to find, pitch and close your first website projects. No audience and no previous case studies.

WRITTEN BY

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FIRST EDITION
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This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

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INTRODUCTION

Before you start

Who this book is for, what you'll be able to do when you finish it, and the one decision I ask you to make before reading on.

Knowing how to build websites and knowing how to find people to build them for are two different crafts. The first is learned by looking at a screen. The second, by talking to people. This book is about the second.

If you already know how to produce a website (with the method from the previous book or any other), you have half the business figured out. The other half is the one that stops almost everyone: nobody taught you how to find the people who need what you do, how to write to them without sounding like spam, or what to say when they ask about price.

That isn't a talent you're born with. It's a circuit, and circuits get executed.

What you'll have when you finish

- [ ] A chosen market: a specific type of business you'll talk to, instead of “anyone who needs a website.”
- [ ] A written offer: what you sell, what it includes, what result it promises and at what price.
- [ ] Proof to show, even if you don't have a single client today.
- [ ] A list of real prospects, with name, business and a reason to contact them.
- [ ] First-contact, follow-up and re-engagement messages, ready to adapt.

- [ ] A call script that lets you quote properly instead of improvising a number.
- [ ] A simple follow-up system so no conversation gets lost.
- [ ] A method for turning every delivery into new opportunities.

How it's organized

Part I is preparation: choosing a market, defining the offer and building proof from scratch. Three chapters. They look like they come before the real work, but they're what makes the rest work: without them you'll be writing to random people with a message that speaks to no one.

Part II is the prospecting circuit: five stages, one chapter each. Find, qualify, contact, follow up and talk. It's the part you'll repeat every week.

Part III is closing and sustaining: the proposal, the close, what to do when they say no, and how to make every delivered project bring in the next one.

At the end there are four reference annexes: the message library, the call script, the follow-up tracker and the sources.

A note on scope

This book teaches you **a prospecting method**: how to search, how to reach out and how to hold a conversation. It doesn't guarantee that you'll land clients or income. That depends on your market, your offer, how many conversations you keep up each week and how much you improve with each one.

What I can promise is that you'll stop waiting for someone to show up. The difference between people who get work and people who don't is almost never talent: it's that one has a circuit they run even when they don't feel like it, and the other waits for inspiration.

THE ENDLESS-PREPARATION TRAP

You'll be tempted to perfect your portfolio, your logo, your own website and your price list before talking to anyone. It's procrastination disguised as professionalism. You'll learn more from three real conversations than from three weeks polishing a portfolio nobody asked to see.

The commitment

I ask you for one thing, just like in the previous book: **choose a market before reading on.**

It doesn't have to be the final one. It'll change, and that's fine. What matters is that you apply every exercise in the book to a specific type of business and not to an abstraction. “Hair salons in my city” works. “Small businesses” doesn't, because there's no message that speaks to every small business.

BEFORE YOU TURN THE PAGE

Write one line: *“I'm going to talk to _____ in _____.”* For example: “accounting firms in my city” or “health professionals who accept insurance.” That's your market for the whole book. Chapter 1 will give you the criteria to choose it well, but you need one to start thinking.

One last thing about fear

The first time you write to a stranger to offer them something, it feels intrusive, and your finger hovers over the send button.

What helps isn't “losing the fear”: it's changing what you do. A generic message to anyone does bother people. One to someone you chose, about a real problem in their business and with something concrete to offer, is work. This whole book is about turning the first into the second. Let's begin.

01

You don't need clients. You need a market.

Why “I build websites for anyone” is the hardest way to land the first one, and how to choose who to talk to without locking yourself in forever.

Saying you work for any industry sounds like it gives you more opportunities. In practice it leaves you with nothing to say: you can't write a message that speaks to a dentist, a hardware store and an architecture firm at the same time.

When you choose a specific market, four things happen at once, and all four work in your favor.

You know where to look. “Businesses that need a website” can't be listed. “Accounting firms in my city” can be listed in an afternoon with a map and a professional directory.

You know what to say. You know the problems of that industry, the vocabulary they use and the objections they'll raise, because they're always the same.

You improve fast. Every conversation teaches you something useful for the next one, because the next one is with someone similar. If you jump from industry to industry, every conversation starts from zero.

They refer you. Business owners talk to other owners in the same industry much more than to owners in different ones. A job well done in a small

market spreads on its own.

How to choose without locking yourself in

This isn't a marriage. You'll test a market for a few weeks, and if it doesn't work, you switch. The only thing you can't do is not choose any.

To choose, run your candidates through these five filters:

1. **Do they have money and do they spend it?** A business that earns well but has never invested in anything digital is harder than one already paying for advertising. Look for signs that they already spend: signage, uniforms, ads, a well-kept storefront.
2. **Does a website change anything for them?** There are industries where the website brings in direct inquiries (home services, health, remodeling, beauty, food) and others where it only plays a supporting role. Start with the first kind.
3. **Can you reach them?** They have to exist somewhere you can find them: a map, a directory, a professional association, a trade fair, a business group, a neighborhood.
4. **Are there many of them?** If there are eight in your city, you'll run out of market in two weeks. Look for enough volume to get it wrong a hundred times.
5. **Do you have a way in?** An industry where you've worked, where you have a relative, where you know someone. This is worth more than the four previous filters combined, because the first conversation is the hardest one to get.

> **THE MARKET THAT ALMOST ALWAYS WORKS TO START**
>
> The industry you come from. If you worked in restaurants, you speak the language of restaurants: you know what a dead dining room on a Tuesday is, you know what hurts about delivery apps and you know what owners complain about. That advantage is huge and it's free. Many people dismiss it precisely because they come from there.

How small is too small

A good starting market can be described in one sentence and listed in an afternoon. Look at the difference:

TOO BROAD	WELL DEFINED
Small businesses	Accounting firms of up to 5 people in my city
Health	Physical therapists who work out of their own practice
Food	Neighborhood restaurants that don't have a digital menu yet
Services	Remodeling companies that work on apartments

The one on the right lets you write a message that starts with “I saw that you work with…” and turns out to be true. The one on the left forces you to write a message anyone could receive, and everyone notices.

> **THE MISTAKE OF CHOOSING THE MARKET YOU LIKE**
>
> Many people choose attractive industries: specialty coffee shops, design brands, creative studios. They tend to pay the worst and have the most opinions about design, because the owner considers themselves to have their own taste. A building supply yard won't argue with you about typefaces, and it pays on time. Choose by business, not by aesthetics.

Research the market before writing to it

Before sending the first message, spend two hours understanding the industry. It isn't theory: it's the material you'll use to write everything else.

- [ ] Look at ten websites in that industry. Note what they all do wrong: that's your sales argument.
- [ ] Search for the industry on Google the way a customer would. Notice who shows up and who doesn't.

- [ ] Read reviews of businesses in that industry. Customers' complaints are your copy.
- [ ] Join two or three groups or forums where they hang out. Notice what they complain about among themselves.
- [ ] If you know someone in the industry, buy them a coffee and ask how they get clients today.

MARKET X-RAY COPY AND PASTE

Act as a business consultant. I'm going to prospect **type of business** in **city or area** to offer them websites.

Answer me in short lists:
1. How these businesses get clients today, in order of importance
2. The 3 problems that hold them back from growing the most
3. What words and expressions they themselves use to talk about their work
4. The 5 most likely objections when someone offers them a website
5. What signs indicate that a business in that industry can pay for a web project

Rules:
- Don't invent statistics or percentages. If you don't have a solid fact, state it as a trend and say so.
- No generic marketing advice.
- Write as if you were preparing me for a meeting tomorrow.

What it gives you back isn't the truth: it's a hypothesis. Your job over the next few weeks is to confirm or correct it by talking to real people. But it keeps you from starting with a blank mind.