FRAN MURAD

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EXECUTION MANUAL

Sell digital services with no experience

How to choose your first service, learn what you need in weeks, build a portfolio from scratch and make your first offer, without lying about what you don't know yet.

WRITTEN BY

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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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Contents

SELL DIGITAL SERVICES WITH NO EXPERIENCE

Before you start 1

PART I · CHOOSE

01 What “no experience” means 5

02 Choosing your first service 10

03 Whom you'll offer it to 16

PART II · LEARN AND PROVE

04 Learning what you need in 30 days 21

05 A portfolio from scratch 27

06 Pilot projects 32

07 Your minimal presence 37

PART III · SELL

08 Your first offer 43

09 How to talk about your experience without lying 48

10 The first sales 53

11 From beginner to professional 58

Service selection matrix 63

30-day learning plan 65

Messages and scripts 68

Sources and updates 71

INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it and the promise I'm not going to make.

Nobody is born with experience. Every professional who's well paid for their work today had a first client they said yes to without ever having done it for someone else before. The difference between those who made it and those who didn't was almost never talent: it was method.

There's a trap almost everyone who wants to start selling digital services falls into: “I can't get clients because I have no experience, and I can't get experience because I have no clients.” It looks like a loop with no way out. It isn't. It has several ways out, and this book shows you which ones.

Who it's for

This book is for you if:

- You want to start offering a digital service (websites, social media, design, content, advertising, automations) and you haven't had a single client yet.
- You're learning something and don't know when you'll be “ready” to charge.
- You have a job and want to generate extra income with digital services.
- You feel like an impostor every time you think about offering something to someone.

If you already have clients and want more, *Your First Clients* is more direct for your situation. If you already know how to build websites and want to do it

professionally, *Your First Website with AI*. This book is the step before: **going from zero to your first sale.**

What you'll have when you finish

- [ ] A service chosen with criteria, not because it's trendy.
- [ ] A specific type of client to offer it to.
- [ ] A 30-day learning plan focused on doing, not on watching courses.
- [ ] A portfolio with at least three pieces of work, built from scratch.
- [ ] Two or three pilot projects with real clients and their testimonials.
- [ ] A minimal presence so people can find you and believe you.
- [ ] A first offer, with a limited scope and an honest entry price.
- [ ] The words to talk about your experience without lying and without selling yourself short.
- [ ] A plan to land your first sales.

How it's organized

Part I is choosing: what starting without experience means, which service is worth learning and whom to offer it to.

Part II is learning and proving: a 30-day learning plan, a portfolio from scratch, pilot projects and your minimal presence.

Part III is selling: the first offer, how to talk about your experience, the first sales and what to do when you stop being a beginner.

At the end there are four annexes: the matrix for choosing a service, the 30-day plan, the messages and scripts, and the sources.

The promise I'm not going to make

I'm not going to tell you that in 30 days you'll be earning the same as someone with ten years in the trade. Nor that AI does everything on its own and you just collect. Neither is true, and the books that promise them set you up for frustration.

What is true is this: **today you can learn a useful digital service much faster than a few years ago**, because AI speeds up both learning and production. And there are lots of small businesses that need digital help and don't have it. Between those two things there's a real space to start, if you do it with honesty and method.

> **THE "WHEN I'M READY" TRAP**
>
> "When I finish this course." "When I have a more complete portfolio." "When I feel confident." That moment doesn't arrive on its own. Confidence doesn't come before the first client: it comes after. Nobody feels ready the first time. The difference is that some start anyway, with a limited and honest service, and others wait forever.

The commitment

I ask you for just one thing: **set yourself a date.** A specific date, within the next 60 days, by which you'll have made your first offer to a real person.

They don't have to buy. You have to offer it. The first offer is the hardest, and a date turns it from a wish into a plan.

> **BEFORE YOU TURN THE PAGE**
>
> Write: *"By _____ (date) I will have offered my service to a real person."* Put it on your calendar. Every chapter of this book brings you closer to that date.

01

What “no experience” means

The difference between having no experience and having no skill, what a client really buys, and why starting from zero today is different from a few years ago.

When you say “I have no experience,” you almost always mean “I have no previous clients.” But that's something else. You can have the skill without having the track record. The work of the first few months is building the track record.

Skill, experience and proof

It's worth separating three things we tend to mix up:

CONCEPT	WHAT IT IS	HOW YOU GET IT
Skill	Knowing how to do the work at an acceptable level	Learning and practicing
Experience	Having done it for real clients, with their real problems	Working with clients
Proof	Something the client can see to believe you know how to do it	Portfolio, case studies, testimonials, demonstrations

A client doesn't need you to have ten years of experience. They need to **believe you'll solve their problem**. And for that, what weighs most is proof.

That's why this book devotes so much space to building proof from scratch: it's what replaces experience while you're gaining it.

What a client really buys

A business owner who hires a digital service doesn't buy hours of work or technical knowledge. They buy two things:

1. **A result.** A website that works, social media that looks professional, new inquiries, time saved.
2. **Trust.** The peace of mind that the person they hire will deliver, will reply and won't leave them hanging.

What's interesting is that the second often weighs more than the first, especially in small businesses. Many owners prefer someone who replies quickly, explains clearly and does what they promise, even if they're not the best on the market, over an expert who takes three days to answer.

> **YOUR STARTING ADVANTAGE**
>
> When you start, you have something many professionals no longer have: time and drive. You can reply quickly, give each client attention, explain patiently and take care of every detail. For a small business that's had bad experiences with providers, that's worth a lot. It isn't a substitute for doing the work well, but it's a real advantage.

What changed with AI

A few years ago, learning to build a professional website, design social media pieces or set up an ad campaign took months of study. Today, AI has changed three things:

- **Learning is faster.** You have a tutor available all the time, who explains what you don't understand, with examples, at the pace you need.

- **Production is faster.** Many tasks that took hours take minutes: drafts, code, variations, research.
- **The technical barrier is lower.** You can do things that used to require knowing how to code or mastering complex software.

But there's one thing AI didn't change: **judgment**. Knowing what the client needs, what's right and what's wrong, what to say and what not to. That's learned by doing, reviewing and making mistakes. And it's exactly what separates a beginner who's going to grow from one who's going to produce generic things and compete on price alone.

> SELLING AI INSTEAD OF SELLING THE RESULT
>
> “I build websites with artificial intelligence” isn't an offer: it's a description of your tool. The client doesn't care whether you use AI, software or a pencil. They care about what result they'll get. Besides, if your only differentiator is AI, anyone with the same AI can replace you. The differentiator is what you do with it.

The beginner's ladder

Almost everyone who starts from zero and ends up making a living from a digital service goes through these steps:

1. **Learn the minimum** to do acceptable work. Not perfect: acceptable.
2. **Do your own or practice projects** to have something to show.
3. **Do two or three pilot projects** with real clients, at a reduced price, in exchange for a testimonial.
4. **Make the first sale** at an entry price.
5. **Repeat** until you have five or ten clients and a process that works.
6. **Raise the price and specialize.**

This book covers steps 1 to 5 and leaves you at the door of step 6. What matters is not skipping steps: whoever tries to sell at a professional price

CHOOSING MY FIRST SERVICE DECISION

I'm about to start selling digital services and I have to choose just one. Here's my situation.

What I already know how to do: **skills, even basic ones**
What interests me: **interests**
Time I can devote per week: **hours**
Where I live and what kinds of businesses I have access to: **city and context**
Services I'm considering: **up to four**

Evaluate each service on these criteria, from 1 to 5: demand, learning time, entry cost, AI support, repetition and affinity with what I told you. Explain each score in one line. Recommend one and tell me what doubts I should clear up before deciding. Don't invent market data: if something depends on my city, tell me how to find out.

YOUR TASK FOR THIS CHAPTER

Fill in the matrix in Annex A with up to four services. Do the conversation test with three people who have a business. Choose one service and write it in one line: *"I'm going to offer _____."* Don't change it for the next 90 days.

WHAT YOU TAKE AWAY FROM THIS CHAPTER

- The best service to start with is one you can learn quickly and someone urgently needs.
- Six criteria: demand, learning, entry cost, AI support, repetition and affinity.
- Use what you already know.
- One service, not three.
- The entry price is set by looking at the market and limiting the scope.
- Decide with the matrix and commit for 90 days.