



EXI ASSET MARKET

FREE SAMPLE · STARTER KIT · GUIDE + TEMPLATES

AI **Freelance** Starter Kit

Package, price, pitch and deliver a service you do faster with AI: a guide, 12 editable templates and a pricing calculator.

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How to use this kit

This kit is the paperwork and the playbook for selling a service that you deliver faster with AI: writing, editing, design, video, automation, research, data work. It does not teach the craft itself; it gives you everything around it, so your first clients see a professional from the first message.

Inside:

- this guide (packaging, pricing, finding clients, the call, the proposal, delivery, testimonials);
- **Pricing Calculator.xlsx**: your minimum rate, three packages, a client tracker and an invoice;
- **Templates** (DOCX, also in the appendix of this PDF): service menu, outreach messages, discovery call script, proposal, scope and revisions policy with an AI clause, onboarding checklist, handover and testimonial e-mails.

Fill in the calculator first (15 minutes), then the service menu, then send your first five messages. Everything in [square brackets] is yours to replace.



A word on honesty

Clients increasingly ask whether AI is used in their work. The templates assume you say so plainly and explain what you do that the AI does not (the judgement, the checking, the editing, the responsibility). That is both the honest position and, in practice, the stronger sales position.

Package your service

Clients buy outcomes they can picture, at a price they can compare. Hourly rates make them nervous; three clear packages make them choose.

The three-package menu

	Starter	Standard	Ongoing
Purpose	A low-risk first job	The real offer	Recurring revenue
Scope	One deliverable	A complete outcome	A monthly amount of the outcome
Typical share of buyers	Curious first-timers	Most buyers	Happy repeat clients

Name each package by its outcome ("Launch-ready product page"), not by your process ("3 hours of copywriting").

Write the outcome, the deliverables and the limits

For every package write down:

- 1. The outcome** in the client's words (what changes for them).
- 2. The deliverables** you hand over (files, number of items, formats).
- 3. The limits:** rounds of revisions, turnaround time, what is not included.



The limits are part of the product

Clear limits are what let you deliver fast and keep AI-assisted work profitable. "Two rounds of revisions within 14 days" protects you and reassures the client that the job has an end.

Find your first clients

Where first clients usually come from

- **People who already know you:** former colleagues and employers, friends with businesses, your own network.
- **Communities your buyers are in:** answer questions generously; mention your service only where the rules allow.
- **Marketplaces where buyers are already searching:** a clear title, an honest sample and the outcome in the first line.
- **Direct, specific outreach** to a short list of businesses where you can see a concrete opportunity.

The rules of outreach that does not feel like spam

1. Write to one person, about their business, with one specific observation.
2. Offer something small and useful before asking for anything.
3. Keep it under 120 words; one clear question at the end.
4. Follow up once, after four or five days, then stop.
5. Never buy lists, never mass-mail, never pretend to be someone you are not.

The templates include five messages for the most common situations.

Two of the templates

03 Outreach: a specific business, first contact

Hi [name], I noticed [one concrete observation, e.g. "your last podcast episode has a great story at 14:20 that would make a strong Short"]. I make [outcome] for [client type]. I put together [a small free example] to show the idea: [link]. Would it be useful if I sent two more like it, or is this not a priority right now?

07 Discovery call script (20 minutes)

- 1. Context (3 min):** "Tell me about [business] and where [the problem] shows up."
- 2. Goal (5 min):** "What would make this a clear success in three months?" "How will you know it worked?"
- 3. Current way (4 min):** "How do you handle it now? What does that cost you in time or money?"
- 4. Constraints (4 min):** deadline, budget range ("Projects like this usually run between [X] and [Y]; does that fit?"), who decides, brand rules, tools they use.
- 5. AI (2 min):** "I use AI tools to work fast; I edit and check everything myself. Is there anything about that I should know for your business?"
- 6. Next step (2 min):** "I will send a short proposal by [time tomorrow]. Is e-mail the best place?"