



THE FIRST 3

FORMULA

How to land your first 3 paying clients
using conversations, not advertising.

01 Build Your Professional Brand

02 Activate Your Power Base

03 Master the Follow-Up System

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MEET YOUR GUIDE MILAD MIRSHAFI



Mirshafi Consulting

I came to Australia as an immigrant with no English, no connections and no sales background. Just a relentless drive to figure things out.

Over the next decade I built high-performing sales teams across five industries and personally drove over \$100M in revenue. Every lesson came from real experience in the field.

Today I work with business owners who are serious about growth. I help them cut through the confusion, sharpen their conversations and build a repeatable system that turns prospects into paying clients.

\$100M+

Revenue Generated

5

Industries

10+

Years in Sales

WHO THIS GUIDE IS FOR

- You are launching a service business and need your first paying clients.
- You do not have a big ad budget, or you don't want to waste money before you've validated your offer.
- You want a proven, practical system built on real relationships and real conversations.

THE FIRST 3 FORMULA

WHAT'S INSIDE

01

YOUR PROFESSIONAL BRAND

Craft a sharp message that immediately communicates what you do, who you help and why you are the right choice. Get this right before you spend anything on marketing.

02

YOUR POWER BASE

Discover the list of 20 to 50 warm prospects you already have. These are people who already trust you and want to see you succeed. You just have not activated them yet.

03

THE FOLLOW-UP SYSTEM

80% of sales close between contact 5 and 12. Learn the professional follow-up sequence that keeps you top of mind and turns genuine interest into signed clients.

YOUR PROFESSIONAL BRAND

Build the message that makes you unforgettable.

01

01

The most costly mistake

New business owners spend money on ads before their brand is ready. The result is money wasted, leads confused and zero clients.

Your brand is not your logo. It is the way someone feels when they encounter you, and the instant clarity they get about whether you can help them.

A strong brand message does three things:

- Stops the right person in their
- Rtreapceklss. the wrong ones instantly.
- Makes you impossible to forget.

Start with your message, not your logo

Use the framework on the next page to build your brand message in 20 minutes. It will change how every prospect responds to you.

Your message must answer four questions:

- What exactly do you do?
- Who specifically do you help?
- What result do they walk away with?
- Why you over anyone else?

"A great brand message is not what you say about yourself. It is what your ideal client says about you the moment they meet you."

YOUR BRAND MESSAGE FRAMEWORK

Complete this before you approach a single prospect

MISSION STATEMENT

One sentence, who you help and what outcome you deliver.

e.g. "I help [WHO] achieve [OUTCOME] without [OBSTACLE]."

YOUR TAGLINE

A memorable phrase that captures your unique approach.

e.g. "Turn conversations into predictable cashflow."

VALUE PROPOSITION

What you deliver that no competitor can replicate.

e.g. "A proven 3-step system that gets results before you have testimonials."

YOUR 3 BRAND PILLARS

The three key outcomes your clients experience working with you.

1. _____ 2. _____ 3. _____

Tip: Test your message on 5 people. If they all immediately understand what you do, you are ready to move to the next step.

YOUR POWER BASE

The warm leads you already have, not yet activated.

02

02

What is your Power Base?

Your Power Base is every person who already trusts you but does not yet know about your service. Think old colleagues, classmates, social connections, former clients and community contacts.

People buy from people they trust. You do not need a large following or a big budget. You need to start with the trust you have already built.

How to activate yours in 4 steps

Step 1

Write every name that comes to mind. School, past jobs, social media, sport, neighbours. No filtering at all. Aim for 50 or more names.

Step 2

Circle the ones who might need your service or know someone who does.

Step 3

Rank them by trust level, not closeness. A former manager may trust your expertise more than your best friend.

Step 4

Reach out to your top 10 first. Not to sell. To reconnect, genuinely.

Your goal is not to pitch. It is to have a real conversation. When they ask what you are up to, be ready with a clear, natural answer.

YOUR POWER LIST

List every name that comes to mind. Do not filter or pre-judge anyone.

#	NAME	NOTES	#	NAME	NOTES
01			26		
02			27		
03			28		
04			29		
05			30		
06			31		
07			32		
08			33		
09			34		
10			35		
11			36		
12			37		
13			38		
14			39		
15			40		
16			41		
17			42		
18			43		
19			44		
20			45		
21			46		
22			47		
23			48		
24			49		
25			50		

Aim for 50 names minimum. Once your list is complete, circle your top 10 to contact first.

THE FOLLOW-UP SYSTEM

03 10% of reps make



03

Most deals are lost here. Yours will not be.

80%

of sales close on
contact 5 to 12

48%

of salespeople
never follow up

3 or more contacts

Why most people never get the client

It is not because they were rejected. It is because they stopped after one conversation.

Most people are not saying no. They are saying not yet. Life got busy. They forgot. They were almost ready but needed one more touchpoint.

The professional who follows up consistently, with value and not pressure, is the one who wins the business.

The 5-Touch Follow-Up Sequence

Day 1

The genuine reconnect. No pitch. Just a real conversation about them.

Day 3

Share something useful. An insight, article or tool relevant to their situation.

Day 7

A natural mention of what you are working on. Let curiosity do the work.

Day 14

A direct, respectful ask: I thought of you. Would a quick call be useful?

Day 30+

Stay visible. Comment on their content. Check in. Keep showing up with value.

"The fortune is in the follow-up. But only if you follow up with value, not desperation. Serve first. Close second."

YOUR FOLLOW-UP TRACKER

Track your top 10 prospects through the 5-touch sequence

#	NAME	TOUCH 1	TOUCH 2	TOUCH 3	OUTCOME
01					
02					
03					
04					
05					
06					
07					
08					
09					
10					

STATUS KEY:



Contacted



Follow-up needed



Not now

Review this tracker every Monday. Anyone you have not contacted in 14 days moves back to the top of your list.



YOU HAVE THE FORMULA.

NOW LET'S BUILD YOUR CASHFLOW.

The strategies in this guide work.

Applying them with precision is where the real results come from.

BOOK YOUR FREE STRATEGY SESSION

On this 1:1 call with Milad, you will walk away with:

- | A sharp brand message that attracts the right clients immediately.
- | A personalised Power Base plan with your first 10 targets.
- | A follow-up sequence you can start using the same day.

BOOK YOUR FREE CALL NOW

mirshafi.com

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