THE "NO-LINKEDIN" PLAYBOOK

2025

AI Prompts for Winning Clients
With Your Portfolio

BY MAY PRIME

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INTRODUCTION: YOUR WEBSITE IS YOUR BEST SALESPERSON

If you're a freelancer, you've probably heard the advice: "You have to be on LinkedIn. You have to be networking 24/7."

But what if you hate that? What if the idea of endless self-promotion in a crowded, noisy feed feels exhausting?

This guide is built on a simple premise: your freelance portfolio website isn't just a digital business card—it's your single most powerful client-acquisition tool. It can be a silent salesperson that works for you 24/7, attracting your ideal clients and convincing them to hire you, all before you even get on a call

How This Guide Works

This isn't a book of theories; it's a toolkit of copy-paste prompts. We will walk through your website page by page, from the foundation to the final call to action. For each section, you'll get specific AI prompts designed to write compelling copy that connects with your target client and makes them want to work with you.

A Quick Guide to Using AI Prompts Effectively

An AI is a tool, and the quality of its output depends on your input. To get the best results from the prompts in this guide, remember two rules:

1. Be Specific: Many prompts will have a [bracket like this]. Replace this text with your specific skill, industry, or client. The more detail you give the AI, the better the result.

2. Edit and Refine: Use the AI's output as a 90% solution, not a 100% final draft. Always re-read the text, add your personal voice, and tweak it until it sounds perfectly like you.

Let's begin.

CHAPTER 1: THE FOUNDATION

Defining Your Perfect Client

You can't write a homepage that sells if you don't know who you're selling to. Most freelancers fail here. They try to appeal to "everyone" and end up connecting with no one.

A clear, specific "Ideal Client Profile" (ICP) is the secret to all good marketing. It's not a trap—it's a magnet. It pulls the right clients in and politely repels the bad-fit clients, saving you time and frustration.

Before you write a single word on your website, you must be able to answer one question: "Who is my perfect client and what is their biggest problem?"

Use the prompts below to get instant clarity.

AI Prompts: Uncover Your Ideal Client's Pains and Goals

Prompt 1: The "Who" and "What"

"Act as a freelance brand strategist. I am a [YOUR SERVICE, e.g., 'web developer'] who specializes in [YOUR SPECIALTY, e.g., 'e-commerce sites']. I want to find my ideal client niche. Based on my skills, list 5 different 'Ideal Client Profiles' (ICPs) I could target. For each ICP, define their industry and their single biggest business problem."

Prompt 1: The "Who" and "What"

"My ideal client is [YOUR ICP, e.g., 'a small coffee shop owner']. Act as a marketing consultant. What are the top 5 'pain points' and 'hidden fears' this person has about [THE SERVICE YOU SELL, e.g., 'building a new website']? I need to understand their emotional triggers."

Prompt 3: The "Desired Outcome

"My ideal client is [YOUR ICP, e.g., 'a small coffee shop owner']. When they buy [YOUR SERVICE, e.g., 'a new website'] from me, what is the *real* outcome they are buying? Don't just say 'a website.' What is the tangible business result they secretly dream of?"

YOUR IDEAL CLIENT PROFILE (ICP) TEMPLATE

After using the AI prompts on the previous page, take the best answers and fill in these blanks. This is your new client magnet. Every piece of content you create from now on should be written directly to this one person.

My Ideal Client Profile

1. Who They Are (Demographics):

Industry: [e.g., Independent Coffee Shops, B2B Tech Startups, Authors]
Role: [e.g., The Founder, The Marketing Manager, The Solopreneur]
Size: [e.g., 1-5 employees, Solo, 50+ employees]

2. Where They Are (Watering Holes):

They get information from: [e.g., Specific blogs, industry newsletters, subreddits]
They hang out on: [e.g., Instagram, Twitter, NOT LinkedIn]

3. Their Problem (The "Before"):

Their biggest pain point is: [e.g., "Our website is old and we're losing sales to competitors."]
They are secretly afraid of: [e.g., "Wasting thousands of dollars on a developer who doesn't understand my vision."]

4. Their Dream (The "After"):

Their desired outcome is: [e.g., "A beautiful website that I'm proud to show off."]
Their dream business result is: [e.g., "A 30% increase in online orders and a fully booked calendar."]

Keep this profile in front of you. Now, let's start writing your website for this exact person.

CHAPTER 2: THE HOMEPAGE

Your Digital Handshake

Your homepage is not a brochure; it's a test. When your ideal client lands on it, they will give you about 5 seconds to answer three questions:
1. Where am I? [What is this site about?]
2. What can I do here? [What do you sell?]
3. Why should I care? [What's in it for me?]
If you fail to answer these "above the fold" [the first screen they see], they will click the "back" button and you will *never* see them again. This chapter gives you the prompts to hook them instantly.

AI Prompts for a Powerful Headline and Tagline

This is the most important text on your entire website. It must be crystal clear and speak directly to the "Dream Business Result" you defined in your ICP Template.

Prompt 1: The "Who" and "What"

"Act as an expert copywriter. My ideal client is [YOUR ICP, e.g., 'a small coffee shop owner'] and the main service I sell is [YOUR SERVICE, e.g., 'website design']. Their 'dream business result' is [YOUR CLIENT'S DREAM, e.g., 'getting more online orders']. Write 5 powerful website headlines using the 'I help [ICP] do [DREAM RESULT]' formula."

Prompt 2: The "Pain & Solution" Formula

"Act as an expert copywriter. My ideal client's biggest pain point is [CLIENT'S PAIN, e.g., 'being embarrassed by their ugly, old website']. Write 5 website headlines that hook them with this pain and immediately promise the solution."

Prompt 3: The Tagline

"My new headline is [PASTE YOUR FAVORITE HEADLINE HERE]. Now, write 5 short, clear taglines that go directly underneath it. The tagline should briefly state *what* I do, e.g., 'Custom Web Design & E-commerce Solutions'."

Directly below your headline, you need 2-3 sentences that show you understand your client's problem and position you as the perfect guide to solve it. This is where you build trust.

Prompt 1: The "Empathy & Authority" Hook

"Act as a homepage copywriter. I want to write the short introductory paragraph for my website. Start by showing empathy for [YOUR CLIENT'S PAIN, e.g., 'struggling to get clients with an outdated portfolio']. Then, introduce my service [YOUR SERVICE, e.g., 'custom web design'] as the specific solution. Write 3 variations."

Prompt 2: The "You're in the Right Place" Hook

"Write a 3-sentence homepage introduction that makes my ideal client [YOUR ICP, e.g., 'a small coffee shop owner'] feel understood. Start with a question that describes their main frustration. End with a confident statement that tells them they are in the right place to get [THEIR DREAM RESULT, e.g., 'a website that brings in customers']."

AI Prompts for Your Key Services Section

Your client is still scrolling. They need to know *exactly* what you do. Don't make them guess. This section should be a simple, clear summary of your main services [e.g., "Web Design," "Copywriting," "Brand Strategy"].

Prompt 1: The "Service Box" Generator

"I need to create a 'Services' section for my homepage. My three main services are [SERVICE 1], [SERVICE 2], and [SERVICE 3]. For each service, write a short, punchy title and a 1-sentence description that explains the benefit for my client [YOUR ICP]."

Example Output [This is what you'd put on your website]:

- Custom Web Design: Get a one-of-a-kind website that turns visitors into paying customers.
- E-commerce Stores: I build beautiful, secure Shopify stores that make selling your products easy.
- Website Maintenance: Keep your site fast, secure, and up-to-date with a simple monthly plan.

CHAPTER 3: THE ABOUT PAGE

Building Trust and Connection

Here's a secret: your "About Page" is not actually about you. It's about how you help your client.

A bad About Page just lists a freelancer's resume. A great About Page tells a story that makes your Ideal Client Profile [ICP] think, "This is the person I want to work with. They get me."

Use this page to build empathy, show your expertise, and prove that you are a real, trustworthy person. Don't be afraid to show some personality.

AI Prompts for Your Key Services Section

This is your "origin story." How did you get here? Why do you do what you do? Frame it around the client's problem.

Prompt 1: The "Why" Story

> "Act as a brand storyteller. I need to write the main story for my About Page. My service is [YOUR SERVICE, e.g., 'freelance copywriting'] and my ideal client is [YOUR ICP, e.g., 'B2B tech startups']. I started my business because I saw [THE PROBLEM, e.g., 'so much tech marketing was full of boring jargon']. Write a 2-paragraph story that connects my 'why' to the solution I provide for my clients."

Prompt 2: The "Values" Statement

> "Act as a copywriter. I need a short section for my About Page called 'My Working Philosophy' or 'My Values.' My clients care about [VALUE 1, e.g., 'clear communication'] and [VALUE 2, e.g., 'hitting deadlines']. Write 3 bullet points that describe my professional values in a way that builds trust with a potential client."

Prompt 3: The "Personal" Bio

> "To show I'm a real person, I need a short, friendly bio for the end of my About Page. Write a 2-sentence bio that includes [YOUR PROFESSIONAL ROLE, e.g., 'a web developer'], [YOUR LOCATION, e.g., 'based in Chicago'], and [A PERSONAL HOBBY, e.g., 'a love for hiking and bad sci-fi movies']."

AI Prompts for Adding Social Proof

Social proof is the single most powerful persuasion tool you have. A new client is nervous about hiring you. Seeing that other people have hired you and gotten a great result is what calms that fear.

Your About Page is the perfect place to sprinkle in 2-3 of your best client testimonials. Don't have any? Use the first prompt to ask for one.

Prompt 1: The "Ask for a Testimonial" Email

"Act as a freelancer. I need to write a short, polite email to a happy past client [CLIENT'S NAME] asking for a testimonial for my new website. I worked on [THE PROJECT, e.g., 'their new logo'] and the result was [THE RESULT, e.g., 'they loved it and got great feedback']. Make it easy for them by including 2-3 specific questions they can answer, such as 'What was your biggest hesitation before working with me?' and 'What was the best part of the process?'"

Prompt 2: The "Punch-Up" Prompt

"Act as a marketing copywriter. I have a client testimonial but it's a bit vague. The client said: '[PASTE VAGUE TESTIMONIAL, e.g., "They did a great job and I love my new site."]' I know the specific result was [THE SPECIFIC RESULT, e.g., 'a 50% increase in online bookings']. Rewrite this testimonial to be more powerful and specific, while keeping the client's voice. Give me 3 options."

Prompt 3: The "Mini Case Study"

"Turn this successful project into a 3-sentence mini-case study for my About Page: The client was [CLIENT'S ICP], their problem was [THEIR PAIN POINT], I provided [YOUR SERVICE], and the result was [THE TANGIBLE RESULT]."

CHAPTER 4: THE SERVICES PAGE

Closing the Deal

This is it. Your client is interested. They know who you are, what you do, and they trust you. Now they have the most important question: "What does it cost?"

This is where the Reddit post "Including price of services... yay or nay?" comes in. There is no single right answer, but you *must* choose a clear strategy. Hiding your process or pricing creates confusion, and a confused mind always says "no".

We will cover AI prompts for both winning strategies.

Strategy 1: The Transparent Approach (Priced Packages)

- **Best for**: Freelancers who sell defined, repeatable services (e.g., "A 5-Page Website," "3 Blog Posts per Month," "A Logo & Brand Guide").
- **Pros**: Builds instant trust, filters out clients who can't afford you, and saves you time on proposal writing.
- **Cons**: You might "leave money on the table" with large corporate clients who would have paid more.

Strategy 2: The Custom Quote Approach (Contact for Price)

- **Best for**: Freelancers who sell complex, custom, high-ticket projects (e.g., "Full-Stack App Development," "6-Month SEO Strategy," "Complete Corporate Rebranding").
- **Pros**: Allows you to scope every project and charge the maximum value for it.
- **Cons**: Creates a "barrier to entry." You may get fewer leads, but they will be more qualified.

Choose your strategy, and let's write the copy.

The best way to present prices is the 3-Tier "Good, Better, Best" model. This psychological trick makes the client feel in control and often encourages them to pick the middle "Best Value" package.

Your goal is to make your "Best" package [your most expensive] sound like a bargain and your "Good" package [your cheapest] sound like a smart, safe starting point.

Prompt 1: The "Ask for a Testimonial" Email

"Act as a marketing expert. I am a [YOUR SERVICE, e.g., 'freelance writer'] creating a 3-tier pricing page for my services. I need creative, benefit-driven names for my three packages ['Good,' 'Better,' 'Best']. My ideal client is [YOUR ICP, e.g., 'a small tech startup']. Give me 5 sets of package names [e.g., 'Startup,' 'Growth,' 'Scale']."

Prompt 2: The "Package Contents" Prompt

"Act as a pricing strategist. I need to create the deliverables for my 3 packages. My main service is [YOUR SERVICE, e.g., 'web design']. My cheapest package should be a 'starter' package, the middle should be the 'most popular' option, and the highest should be the 'all-inclusive' option. List 5-7 key deliverables [features] for each of the three packages."

Prompt 3: The "Value Description" Prompt

"Now, write a short, 1-2 sentence description for each of my three packages: [PACKAGE 1 NAME], [PACKAGE 2 NAME], and [PACKAGE 3 NAME]. The description must focus on the 'value' and 'outcome' for the client, not just the features. For the middle package, add a 'Most Popular' or 'Best Value' label."

Option B: The Custom Quote Approach AI Prompts for a 'Contact for Price' Page

If you don't list prices, your page has one simple goal: **get the client on a call.**

You must remove all risk and friction. The client is thinking, "Is this going to be a high-pressure sales call? Is it worth my time?" Your copy must reassure them that your process is simple, professional, and focused on *them*.

Prompt 1: The "Process" Prompt

"Act as a brand consultant. I don't list prices on my website. I need to create a 'My Process' section for my Services page that makes clients feel confident about booking a call. Write a simple 3-step process [e.g., 1. Discovery Call, 2. Custom Proposal, 3. Project Kickoff]. For each step, write 1-2 sentences that explain what it is and how it benefits the client [e.g., 'no-pressure,' 'clarity,' 'custom-fit']."

Prompt 2: The "Who This Is For" Prompt

"To filter out bad clients, I need a short section titled 'My Custom Services Are a Perfect Fit If…' Write 4-5 bullet points describing my ideal client [YOUR ICP] and their project. For example: '…You are an established business ready to invest in high-quality results.' or '…You value a collaborative partner, not just a pair of hands.'"

Prompt 3: The "Minimum Investment" Prompt

"To avoid wasting time with 'tire-kicker' clients, I want to add a single line that states my minimum project price, without giving full pricing. Write 3 polite and professional ways to say 'Custom projects typically start at $X,XXX.'"

The Final Step: A Compelling Call to Action [CTA]

This is the simplest but most-overlooked part of the page. You have done all the hard work of building trust and showing your value. Now, you must **tell the client exactly what to do next.**
Don't be passive. Don't say "contact me if you're interested." Be direct, clear, and confident.

Prompt 1: The "Button Text" Prompt

"Act as a conversion copywriter. I need a short, powerful Call to Action [CTA] for the main button on my Services page. It needs to be more compelling than 'Submit' or 'Contact.' Give me 10 variations. My service is [YOUR SERVICE, e.g., 'web design']."

Prompt 2: The "Reassurance" Prompt

"To reduce the 'fear' of clicking the button, I need a short 1-sentence reassurance to put directly *under* the button. Write 5 variations that make the client feel safe, e.g., 'No-pressure, just a simple 15-minute chat about your goals.'"

Prompt 3: The "Contact Form" Prompt

"My contact form needs a friendly, simple title. Instead of 'Contact Me,' write 5 short, engaging headlines for the top of my contact form that relate to the client's goal. For example: 'Ready to Start?' or 'Let's Make This Happen.'"

CHAPTER 5: THE CONTENT ENGINE

Attracting Clients While You Sleep

Your website is now a powerful conversion tool. But how do you get new, qualified clients to *find* it in the first place?
This is where most people tell you to use social media, like LinkedIn. But you don't need to. Your website's "blog" [you can call it "Guides," "Insights," or "Case Studies"] is your secret weapon. By answering your Ideal Client's most urgent questions, you build authority and attract them through Google.

Why a Simple Blog is Your Secret Weapon

- Your Ideal Client Profile [ICP] is not searching Google for "freelance web developer."
- They are searching Google for their *problem*. For example:
- "how to get more online orders for my coffee shop"
- "best website builder for authors"
- "my website is slow and I'm losing customers"
- When your blog post shows up with the *answer*, you have instantly become a trusted authority in their eyes. The goal isn't to be a full-time blogger; it's to be a problem-solver.

AI Prompts to Brainstorm Client-Attracting Blog Topics

Prompt 1: The "Problem Solver"

"Act as a content marketing strategist. My Ideal Client Profile is [YOUR ICP, e.g., 'a small coffee shop owner'] and their biggest pain point is [THEIR PAIN, e.g., 'competing with large chains']. My service is [YOUR SERVICE, e.g., 'web design']. Give me 10 blog post titles that solve their pain point and naturally lead to my service."

Prompt 2: The "VS" Post

"Act as a content strategist. I want to write a 'VS' post that compares two things my client is thinking about. My client is [YOUR ICP]. Give me 5 'VS' blog post ideas. For example: 'Shopify vs. Squarespace: Which is Better for [YOUR ICP]?'"

Prompt 3: The "How-To" Guide

"My ideal client wants to achieve [THEIR DREAM RESULT, e.g., 'get more online bookings']. Give me 5 'How-To' guide blog post titles that teach them a small part of the process and position me as the expert they can hire to do it all for them."

AI Prompts to Outline Your First High-Value Blog Post

You've got your title. Now, don't just ask the AI to "write the post." That will give you generic, boring content. Use this "structured outline" prompt to get a high-quality draft that is built to convert.

This prompt tells the AI exactly what to include: the client's pain, the valuable tips, and the "call to action" for your service.

Prompt 1: The "High-Value Outline" Generator

"Act as an expert content writer and SEO specialist. I am writing a blog post titled: '[PASTE YOUR BLOG TITLE HERE]'
My Ideal Client Profile is [YOUR ICP]. My service is [YOUR SERVICE]. Create a detailed outline for this blog post. The outline must include:1. A 'hook' introduction that grabs them with [THEIR PAIN POINT].2. Three to five main 'how-to' points or tips.3. For each point, a brief explanation.4. A concluding paragraph that summarizes the solution.5. A final 'Call to Action' that naturally pitches my [YOUR SERVICE] as the next logical step."

Prompt 2: The "Write the Section" Prompt

"This outline is great. Now, please write the full 'Introduction' section based on the outline."

Repeat "Prompt 2" for every section of your outline. In 10 minutes, you will have a complete, 800-word blog post that is 90% finished. Just read it, add your personal voice, and hit "publish."

CONCLUSION: LAUNCH YOUR CLIENT MAGNET

A high-converting website isn't a mystery. It's a system. It's not about being a "salesy" person; it's about having empathy for your ideal client and clearly communicating your value.

You don't need to post on LinkedIn every day. You don't need to cold-pitch 50 people. You just need one, high-quality "home base" that does the work for you.

You now have all the tools and prompts to build that system. The only thing left to do is start.

To make it easy, use the simple 7-day checklist on the next page. This is your roadmap from idea to launch.

Thank you for reading, and good luck.

YOUR 7-DAY "PORTFOLIO REFRESH" CHECKLIST

Use this plan to go from zero to a client-winning website in one week. Don't try to make it perfect. Just get it done.

✅ Day 1: Strategy [Chapter 1]
☐ Use the AI prompts to define your Ideal Client Profile [ICP].
☐ Fill out the ICP Template — this is your most important task.

✅ Day 2: Homepage [Chapter 2]
☐ Use the AI prompts to write your main Headline and Tagline.
☐ Write your persuasive Introduction.
☐ Write your 3-box Key Services section.

✅ Day 3: About Page [Chapter 3]
☐ Use the AI prompts to write your "Why" story and personal bio.
☐ Email 3 past clients using the testimonial-request prompt.

✅ Day 4: Services Page [Chapter 4]
☐ Choose your strategy: "Transparent Packages" or "Custom Quote."
☐ Use the AI prompts to write all the copy for that page.
☐ Write your compelling Call to Action [CTA] button text.

✅ Day 5: Content Engine [Chapter 5]
☐ Use the AI prompts to brainstorm 10 blog post ideas.
☐ Use the "High-Value Outline" prompt to write your first blog post.

✅ Day 6: Final Touches
☐ Add your best 2–3 testimonials to your About Page.
☐ Link all your pages together [e.g., make sure your "Services" button in the menu goes to the Services page].

✅ Day 7: Launch
☐ Read through your entire site one last time.
☐ Publish your site and share a link with a trusted friend for feedback.

ABOUT THE AUTHOR

Yassir is the founder of Prompt Advantage, a resource hub dedicated to helping freelancers work smarter, not harder, by leveraging the power of AI.
After seeing countless talented freelancers get stuck on repetitive tasks, Yassir created this series of e-books to provide the exact, copy-paste solutions needed to automate their work and get back to what they do best.

Did You Find This Guide Helpful?

Your journey is just beginning. This guide is the first step in building your client acquisition system. Once you have those clients, you'll face new challenges.
Check out the other guides in the **Freelance AI Toolkit** to master the entire client lifecycle: