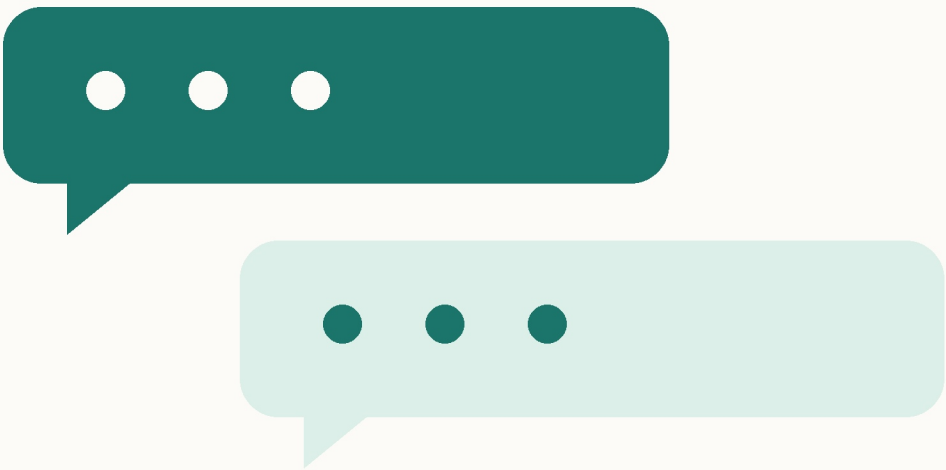
The AI Client Communication Playbook

From your first inquiry to clear proposals and confident follow-up



Understand the request.
Agree the next step.
Follow up with purpose.

A PRACTICAL GUIDE WITH EDITABLE TOOLS

The AI Client Communication Playbook

From your first inquiry to clear proposals and confident follow-up



End each stage with one agreed next action.

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All names, client conversations and business figures in the examples are fictional unless a source is explicitly named. They illustrate decisions, not typical earnings or promised results.

Use the editable companion files for your own notes and client work. The EPUB edition provides adjustable text for smaller screens. Links and tool policies were reviewed on 13 November 2026; confirm current terms before opening an account or paying for a service.

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Start here

Your first potential client sends a short message: "Can you help with some videos? How much?" You may know how to edit a clip, but the next step is less obvious. Answer too quickly and you could promise work you cannot deliver. Ask twenty questions and the person may struggle to respond. Say nothing while searching for a perfect reply and the conversation stalls.

This book helps you make that next step clear. You will learn to understand an inquiry, ask useful questions, explain a small service, write a proposal, follow up respectfully, manage changes, and finish work with an orderly handover. You will also learn where artificial intelligence can help and where your own decision must come first.

You do not need a company, clients, an audience, advertising, or a paid AI subscription. You need a demonstrable skill, practice time, and honesty about your capabilities. Complete a practice project before accepting your first paid deadline. Clear communication supports competent work; it cannot replace the skill needed to deliver it.

By the end, aim to have five usable items: a short service description, a discovery brief, a proposal, a small library of reviewed messages, and a conversation tracker. These are working documents you can improve. They are not promises that a client will buy.

How to use this book

Read Chapters 1 and 2 before using AI with client material. Then follow the chapters in order for your first practice project. If you already have an inquiry, go to Chapter 3 after completing the privacy and review checks. Each chapter includes an application; the companion toolkit gives you blank versions and reusable text.

The recurring case follows fictional beginner Maya and North Street Repairs, a fictional bicycle repair business. All scenarios, prices, schedules, and results are illustrative, not testimonials, benchmarks, or price recommendations. Currency units, abbreviated CU, are a neutral teaching device; real proposals must state the actual currency and tax treatment.

This guide provides communication education, not a complete legal contract. Check applicable local requirements. Cited sources and changing tool details were reviewed on 13 November 2026; verify them before use.

Chapter 1 Choose a service you can explain and deliver

Begin with a small outcome

A service is work you do for another person in exchange for payment. A deliverable is the specific thing you hand over: three edited videos, a one-page flyer, or a rewritten product description. An outcome is what the client hopes the work will help achieve, such as making an event easier to understand. You can control your deliverable much more directly than the client's wider outcome.

For a first service, choose a result small enough to inspect. "I help businesses grow" is too broad to guide a conversation. "I edit three short videos from footage you provide, with captions and one round of agreed changes" gives both people something concrete to discuss. It still needs detail, but it creates a useful starting point.

Maya has practised editing footage recorded on her own phone. She can trim clips, improve pacing, add captions, and export a vertical video. She cannot yet record professional audio or create complex animation. Her initial service therefore uses client-supplied footage and simple edits. She is not pretending to be an agency with capabilities she has not developed.

Write your service in this form: "I help [type of person] create [deliverable] for [use], using [required inputs]." Then add one sentence about the boundary. A beginner writer might say, "I help local service businesses explain one service on a clear web page, using information they approve. I do not provide legal or medical claims." The boundary tells you which questions matter when an inquiry arrives.

Make evidence before making promises

You can create a sample without a client. Use your own material, licensed assets, or a fictional brief. Label it as a practice sample or concept project. Do not attach a real business logo in a way that implies the business commissioned you. Describe the task, the choices you made, and what the sample demonstrates.

For Maya, one sample shows a repair process in thirty seconds. Her note explains that she trimmed repeated actions, corrected captions, and made the opening frame legible on a phone. She does not claim that the sample increased bookings. A measurable business result would require real evidence, a defined period, and permission to share it.

Test the service from beginning to end. Open the source material, produce the deliverable, export it, and open the exported file on another device if available. Record the time spent, including file handling and corrections. This practice reveals questions your first client may not know to answer. For example, an attractive edit is unusable if the client needs a different aspect ratio or cannot open the file format.

Decide whether to accept an inquiry

An inquiry is a request for information, not a commitment to buy. Before trying to persuade someone, check fit. Can you do the work? Do you have the necessary permissions and tools? Can the schedule accommodate school, employment, or other obligations? Is there a clear person who can approve the work? Is the task appropriate for your experience?

When the answer is no, a direct decline is useful: "Thank you for explaining the project. It needs on-site filming and audio recording, which I do not currently offer. I can help with editing existing footage if that becomes useful." Do not invent a referral or promise that another professional is available.

If you are under the legal age for contracts or payment accounts in your location, involve a parent or guardian before offering paid work. Permission to use an AI tool does not automatically authorize you to open a payment account, accept platform work, or enter a binding contract. Check each service's own requirements. You can practise the entire book with fictional projects while those arrangements are clarified.

Put it into practice

Write a four-line service card: the deliverable, the intended user, the inputs you need, and what is excluded. Then ask someone unfamiliar with the skill to explain the offer back to you. If they cannot tell what they would receive, simplify the language.

Maya's completed card reads: three vertical videos up to thirty seconds each; for a local repair business; based on up to fifteen minutes of client-supplied footage and approved wording; filming, posting, music licensing, and new animation are excluded. This is a starting specification, not the final agreement. The next conversations will confirm it.