



CGS

FIND YOUR FIRST SURE CLIENT

A 30-Day Guide to Finding Who Needs You, Proving What You Can Do, and Giving a Stranger a Reason to Trust You

Built from what you've already done. Not what you hope people will believe.

CGS GLOBAL

BEFORE YOU START

You know things. You have done things. You have solved problems.

You may have spent 20 years working for a major corporation, managed teams, served hundreds of customers, or built something from nothing.

That experience matters.

But here is something most people discover only after starting their own business:

Knowing how to do something does not mean somebody who has never met you will trust you to do it for them.

When you worked for an established company, people often trusted the company before they ever met you.

They recognized the name. They understood what the company did. They had seen its advertising, buildings, employees, products, or customers. They knew where to find it and who was responsible if something went wrong.

You worked inside that trust.

Now you have your own business.

What does a stranger see?

That is one of the questions this guide will help you answer.

Over the next 30 days, you will examine what you already know, identify people who may need it, look at what you can prove, and find out whether anyone has a real reason to become your customer.

You do not need to invent a perfect business.

You need to discover what is already there, what is missing, and what you can actually verify.

PART ONE — WHAT DO YOU ALREADY HAVE?

1. Forget your title. What did you actually do?

If you worked for a corporation, your title may have been impressive.

Director. Vice President. Senior Manager. Consultant. Engineer. Analyst.

But a title does not explain what someone can hire you to accomplish.

Write down five things you have personally done that produced a useful result.

For each, answer:

- What was the situation?
- Who had the problem?
- What did you personally do?

- What changed afterward?
- How do you know it changed?
- Could you do that work again without your previous employer's resources?

Example

Instead of:

"I have 15 years of operations management experience."

Try:

"I managed the daily coordination of a 12-person team, established procedures for handling incoming work, and helped reduce missed deadlines."

Then ask:

Can I substantiate that outcome? What part depended on me? What part depended on the organization's systems, budget, people, or authority?

You are not trying to make your history sound better.

You are trying to understand exactly what you can bring into a new situation.

Your work

Three things I know how to do:

1.

2.

3.

Three problems I have actually helped solve:

1.

2.

3.

What evidence do I have that the results happened?

PART TWO — THE TRUST YOU DIDN'T REALIZE YOU WERE BORROWING

2. Why would you trust a bank you've never visited?

Imagine walking into a branch of a well-known bank for the first time.

You have never met the manager.

You have never spoken to the teller.

You do not know anyone working there.

Yet you may be willing to deposit your money.

Why?

You recognize the institution.

You see its name, its physical environment, its employees, its procedures, and the signs of an established operation.

More importantly, you understand that the branch is part of something larger.

There are records, rules, safeguards, responsibilities, and ways to resolve problems. Depending on the bank and jurisdiction, there may also be regulatory supervision and deposit protections.

You are not simply trusting the stranger standing behind the counter.

You are relying on an institution you have reasons to recognize and evaluate.

Now imagine that teller leaves the bank and opens a financial services business tomorrow.

They may be just as knowledgeable.

They may be just as honest.

They may be excellent at their work.

But you have never heard of their new company.

Would you immediately hand them your money?

What would you need to see first?

That is the difference between possessing experience and establishing independent trust.

3. What did your former organization provide?

If you previously worked for a recognized company, ask yourself:

1. Did people already know the company before they met me?
2. Did the company provide the customers?
3. Did its name help people feel comfortable doing business?
4. Did it provide contracts, insurance, procedures, systems, and staff?
5. Did customers have someone to contact if things went wrong?
6. Did the organization supply the tools and resources that helped me deliver?
7. Which of those things do I have in my own business today?

This is not about diminishing what you accomplished.

It is about recognizing the difference between your personal capability and the institution that supported it.

You can carry your experience forward. You cannot assume every stranger will automatically transfer their trust in your former employer to your new business.

Your work

Trust signals my previous organization supplied:

Trust signals I can legitimately carry forward:

Trust signals my new business must establish:

PART THREE — WHAT CAN YOU PROVE?

4. Your word is a claim. What supports it?

You may tell someone:

"I am reliable."

"I deliver results."

"I have 20 years of experience."

"I know how to solve this problem."

Those statements may all be true.

But a stranger has not experienced your work.

They need a way to evaluate your claims.

There are several kinds of evidence:

Experience: What you have actually done, with enough context to understand your role.

Results: Observable changes connected to work you performed.

Work samples: Something you created or delivered that you have permission to show.

Recommendations: People who directly experienced your work and can speak to it.

Demonstration: Your ability to examine a real problem and show how you think or work.

Professional accountability: Relevant qualifications, business information, commitments, and mechanisms for resolving problems.

No single item guarantees trust. Different customers require different evidence.

But unsupported claims leave the stranger doing all the work of deciding whether to believe you.

5. Build your first proof inventory

For each claim you make about your work, record the evidence behind it.

My claim	What supports it?	Can someone verify it?
I improve workflows	A documented example of a process I improved	Yes / No
I understand this industry	Specific experience and problems I have handled	Yes / No
I deliver consistently	Records, references, or examples of completed work	Yes / No
I can help this type of customer	Relevant work and demonstrated understanding	Yes / No

Do not publish confidential information, private customer details, or work you do not have permission to share.

If you cannot show a past project, consider whether you can explain your role without disclosing protected details, obtain an authorized recommendation, or demonstrate your capability using a new example.

Do not manufacture proof. Build evidence through real work.

PART FOUR — WHAT DOES A STRANGER SEE?

6. Look at your business as if you had never heard of yourself

Open your LinkedIn profile, website, business page, or whatever you use when someone wants to learn about you.

Now imagine you are a stranger.

You have no prior relationship with this person.

You know nothing about their former employer.

You are deciding whether to trust them with an important problem.

Can you answer these questions?

- Who is this person or business?
- Who do they actually help?
- What specific problems do they work on?
- What have they demonstrably done?
- What evidence supports their claims?
- Does their profile match what they tell people in conversation?
- Can I see a legitimate way to contact them?
- What happens if I decide to work with them?
- Is there enough information to decide whether a conversation is worthwhile?

A digital profile is not merely an advertisement.

It is often the first place someone goes to evaluate whether your claims deserve further attention.

You do not need a large website or an expensive brand identity.

You need a clear, accurate, consistent, and verifiable representation of your business.

The stranger test

Ask someone who does not already know your work to examine your profile for 60 seconds.

Do not explain anything first.

Ask them:

"What do you think I do, who do you think I help, and what would make you comfortable trusting me?"

Write down what they actually say.

Do not correct them while they answer.

What they understood is evidence about your current presentation.

What they misunderstood shows you what may need to change.

PART FIVE — WHO ACTUALLY NEEDS WHAT YOU CAN DO?

7. Stop trying to sell to everyone

Now return to the experience you identified in Part One.

Who has problems similar to the ones you have already solved?

Not everyone who could theoretically use your services.

Who experiences the problem frequently enough that addressing it might matter?

Start with people and businesses you understand.

Look at your previous customers, colleagues, professional relationships, industries, and communities.

You are not asking who has the most money or which industry sounds exciting.

You are looking for a specific problem and a specific person who may have a reason to address it.

Your work

The problem I understand best:

The kind of person or business that experiences it:

Why I believe they experience it:

What I have actually observed, rather than assumed:

People I could appropriately speak with to learn more:

These are potential starting points.

They are not verified customers yet.

PART SIX — STOP PITCHING BEFORE YOU UNDERSTAND

8. What happens in the first 60 seconds?

Imagine meeting another business owner.

You have one minute.

You could spend it explaining your title, experience, company, services, and why you are different.

Or you could learn something about the person in front of you.

Try asking:

"What's taking the most attention in your business right now?"

Then listen.

If they mention sales, find out what they mean.

Are they struggling to get in front of the right people? Are people interested but not buying? Are existing customers failing to return?

If they mention operations, find out what is happening.

Is work falling behind? Are they doing too much themselves? Are customers waiting? Is the team struggling to coordinate?

Do not assume the first answer is the complete problem.

Ask enough to understand the situation before deciding whether you have something useful to offer.

And remember:

You do not need to sell someone something to make the conversation valuable.

You may notice a useful distinction, introduce them to someone relevant, point them toward a resource, or simply discover that you are not the right person to help.

A good interaction does not require a sales pitch.

It requires attention.

9. What did the conversation actually establish?

After each conversation, record:

- What did the person actually say?
- What did I initially assume?
- What did I learn?
- What problem, if any, became clearer?
- Did I offer anything useful?
- Did they express interest in continuing?
- What remains unknown?

Do not turn politeness into buying intent.

Do not turn a compliment into validation.

Do not turn a request for information into a commitment.

Record what actually happened.

PART SEVEN — BUILD YOUR FIRST REAL CUSTOMER PATH

10. A 30-day experiment

Your goal is not to become famous, build a perfect website, or convince everyone that you have a business.

Your goal is to learn whether a specific group of people has a problem you can help solve, whether they trust you enough to consider your help, and whether any are willing to pay.

Days 1–7: Identify what is real

Complete your experience inventory.

Choose one problem you have actually worked on.

Identify the people most likely to encounter that problem.

Separate evidence from assumptions.

Days 8–14: Establish what strangers can see

Review your digital profile.

Remove or correct unsupported claims.

Add legitimate evidence of relevant experience.

Make your business identity and contact information clear.

Have at least one unfamiliar person perform the stranger test.

Days 15–21: Have real conversations

Speak with people who may experience the problem.

Ask about their circumstances before presenting your solution.

Find out what they have tried and what happened.

Record the answers without rewriting them to fit your idea.

Days 22–30: Compare and decide

Review what you learned.

Are the same problems appearing?

Are they problems people want addressed?

Have they already spent money or effort trying to solve them?

Can you demonstrate a relevant capability?

Has anyone asked to explore working with you?

Has anyone agreed to a paid engagement?

Distinguish what has been confirmed from what still needs testing.

If the evidence does not support your original idea, adjust it.

You have not wasted 30 days.

You have avoided building the next stage on an assumption.

PART EIGHT — THE QUESTIONS THAT DETERMINE WHAT COMES NEXT

At the end of 30 days, answer honestly.

1. What do I know how to do because I have actually done it?
2. What results can I legitimately demonstrate?
3. What credibility did my previous employer, organization, or platform provide?
4. What evidence and trust signals does my own business now provide?
5. What does a stranger understand when they encounter me online?
6. Who specifically has the problem I can address?
7. What have those people told me directly?
8. What have I assumed without verification?
9. Have I found evidence that they want this problem solved?
10. Have I found evidence that they will pay for a solution?
11. What would I need to deliver the work reliably?
12. What did I learn that changed my original thinking?
13. What is the next action supported by what I actually know?

THE FINAL DISTINCTION

There is a difference between:

What you know.

What you have done.

What you can prove.

What another person can recognize.

What that person actually needs.

And what they are willing to trust you to do.

Your experience may be extensive.

Your intentions may be excellent.

Your skills may be exceptional.

But none of those facts automatically creates a customer relationship.

A customer relationship begins when another person has a reason to believe that you understand something important to them, can help address it, and can be relied upon to do what you say.

You do not establish that by repeating how good you are.

You establish it through what people can observe, examine, experience, and verify.

Find what is real. Show what is real. Learn what matters to the person in front of you.

Then let what actually happens tell you what comes next.

YOU FOUND YOUR FIRST CLIENT. NOW WHAT?

Your first client proves something important.

Someone had a need, recognized that you could help, trusted you enough to move forward, and agreed to pay.

But one sale does not automatically tell you how to get the next one.

What worked? Why did it work? What did you do that you can repeat? What needs to change before you do it again?

Don't start over with every new customer. Learn from the one you just earned.

YOUR NEXT STEP

From 1 Client to 1 Million

You've learned how to find your first client. Now learn how to turn that first sale into a repeatable business.

***From 1 Client to 1 Million* takes you from that first customer to the next, showing you how to recognize what worked, build a systematic method around it, and continue growing from actual results rather than guessing.**

Go back to the page where you found this guide and get your copy of *From 1 Client to 1 Million*.

Your first client is the beginning.

Now learn how to build on what you've already done.

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