



THE FINDER'S OPERATING SYSTEM

The Client Machine Blueprint

ATTRACT. CONVERT. DELIVER. REPEAT. THE FOUR-PART SYSTEM THAT TURNS A ONE-TIME \$500 MONTH INTO \$500 EVERY MONTH — WITHOUT STARTING FROM SCRATCH.

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4

PARTS OF THE MACHINE

1

SYSTEM. RUNS ITSELF.

∞

MONTHS IT COMPOUNDS

*On Instagram? DM me **MACHINE** to get this sent to you automatically.
Finder's Stack: Script → First \$500 → Client Machine*

WHY \$500 ONCE ISN'T ENOUGH

You've Made Extra Money Before. The Problem Is You Can't Repeat It.

You know the feeling. You land a client. Do the work. Get paid. Feel the rush. Then the project ends—and you're right back where you started: no clients, no pipeline, no idea where the next one comes from. So you sprint again. The panic, the pitch, the close. Start over.

That cycle isn't a hustle strategy. It's a trap. And it's exactly what separates a Finder who occasionally makes extra money from one who has built a real income stream. The difference isn't talent. It isn't luck. It's whether your income is the result of a system or the result of a sprint.

"A sprint gets you a month. A machine gets you a business."

The Client Machine is a four-part operating system: Attract, Convert, Deliver, Repeat. Each part is a set of repeatable behaviors, not one-time actions. When all four parts are running, new clients come in without starting from zero every month. That's the machine. That's what this blueprint builds.

FROM THE COMMUNITY

"I used to make money whenever I panicked about rent, then stop. Once I ran the four-part machine — even imperfectly — I had 3 active clients for the first time in two years. Month 3 was my best month ever."

— Finder from the community (VA, started from zero clients)

WHAT MAKES THIS DIFFERENT FROM JUST "GETTING MORE CLIENTS"

Most income advice focuses on acquisition — how to get clients. The machine approach adds three things most founders skip: a conversion system (so leads don't leak), a delivery system (so clients stay and refer), and a repeat engine (so you're never starting cold). Getting clients is the first gear. The machine is all four.

YOUR CURRENT STATE

Check every part of the machine you currently have in place:

- Consistent weekly outreach (I send new messages every week, not just when I need money)
- A scripted follow-up sequence (I have a 3-step follow-up for every lead who doesn't respond)
- A clear onboarding process (every new client gets the same first-week experience)
- A referral ask built into every delivery (I always ask for referrals at the right moment)

Every unchecked box is a leak in your machine. This blueprint patches each one.

Attract: Build a Pipeline That Refills Itself

The Goal: Never run out of people to talk to.

Attraction is not about followers. It's not about posting consistently or building an audience. Those things help—eventually. The fastest client machine runs on three attraction channels, and you only need one working well to keep a full pipeline.

CHANNEL 1

Warm Outreach (Weeks 1–4)

Your existing network. Every person you know who might be a client or know one. You should never fully exhaust this list — every new contact you make is a future warm outreach candidate. Minimum: 5 new warm messages per week.

Target: 5 new conversations/week

CHANNEL 2

Referral Engine (Month 2+)

Every client you deliver for becomes a referral source — if you ask at the right moment. The right moment is immediately after they express satisfaction. Not in a check-in email. Not at the end of the contract. Right when they say 'this was great.' That's when you say the sentence. (See Part 3: Deliver.)

Target: 1 referral ask per completed project

CHANNEL 3

Content Magnet (Month 3+)

One piece of content per week that demonstrates your skill and positions you as someone worth hiring. Doesn't need to go viral. Needs to be findable by the right people and credible to anyone who vets you before hiring. Instagram, LinkedIn, or a simple email list all work.

Target: 1 post/week, consistent

THE ATTRACTION NON-NEGOTIABLE

Attraction only works when it's never off. The most common machine failure: a Finder gets busy with clients, stops outreach, finishes projects, and wakes up to an empty pipeline. You cannot deliver your way out of an empty funnel. Attraction runs even when you're full.

Convert: Stop Losing People Who Were Already Interested

The Goal: Turn more conversations into paying clients.

Most income leaks at conversion — not attraction. A Finder with 20 conversations per month and a 10% close rate earns the same as one with 7 conversations and a 30% close rate. The machine that pays is the one with a high close rate, not just a full inbox.

My close rate was under 20% for the first eight months. I thought I had a lead problem. I had a follow-up problem. Once I built a three-step follow-up sequence for every conversation, my close rate went to 45% on the same lead volume. Nothing else changed.

STEP 1

Same-Day Confirmation

After any DM, call, or meeting where a lead shows interest, send a same-day message recapping the next step. Don't wait for them to follow up. "Great talking today — I'll send over the details by [time]. Quick question while I have you: what's your timeline on this?" This keeps them warm and moves the conversation forward.

STEP 2 (72H)

Value-Add Follow-Up

If no response in 72 hours, follow up with something useful — not just a check-in. A relevant resource, a quick insight, a specific question based on what they shared. "I was thinking about what you mentioned — [specific detail]. Here's something that might be relevant for your situation." This signals you were actually listening.

STEP 3 (7 DAYS)

The Direct Close or Clear Close

If still no response: "I want to be respectful of your time — are you still interested in moving forward, or should I close out this conversation?" This is the most effective follow-up most people never send. It either gets a response or lets you stop chasing. Both are good outcomes.

YOUR CONVERSION RATE

Conversations started last 30 days:

Clients closed last 30 days:

Close rate (clients ÷ convos):

Deliver: Turn Every Client Into Your Next Three Clients

The Goal: Delivery so good they tell people without being asked.

The fastest client machine doesn't run on outreach. It runs on referrals. And referrals don't happen automatically — they happen when the delivery experience is explicitly designed to create them. That means three things: a clear onboarding, a communication cadence, and a scripted referral moment.

1 The Onboarding Message (Day 1)

Every new client gets the same first message within 24 hours of paying. It includes: what you need from them, what they can expect from you, and the communication method you'll use. Simple, clear, professional. This single message eliminates 80% of the "what's happening?" anxiety clients feel after signing.

2 The Progress Update (Midpoint)

Halfway through any project or contract period, send a short update: what's been done, what's coming, and one specific win you can call out. Not a check-in — a confirmation that the work is happening. Clients who feel informed are clients who refer.

3 The Referral Moment (Delivery + Satisfaction)

When a client says any variation of "this was great" or "I love how this turned out" — that's the moment. Say: "I'm so glad. My business grows through word of mouth — if you know anyone who could use this, I'd love an introduction." That's the sentence. Simple. Direct. Effective. Don't wait. Don't hint. Ask in the moment.

THE REFERRAL MATH

If every 3 clients produces 1 referral, your machine has a 33% self-refill rate. A Finder with 6 active clients generates 2 new leads per cycle from referrals alone — without any additional outreach. At scale, referrals become the majority of your pipeline. The best client acquisition strategy is exceptional delivery.

Repeat: The System That Makes This Permanent

The Repeat phase isn't a fourth step—it's the meta-system that makes the other three sustainable. Most Finders fail Attract, Convert, and Deliver not because they can't do those things, but because they do them inconsistently. The machine runs on schedule, not motivation.

WEEKLY (NON-NEGOTIABLE)

- 5 warm outreach messages sent
- All open conversations followed up
- One progress update to active clients
- One content piece published

MONTHLY (MACHINE CHECK)

- Count conversations started
- Calculate close rate
- Count referrals received
- Identify: what's working, what's leaking?

YOUR MACHINE DASHBOARD (FILL IN MONTHLY)

- New conversations started this month: _____
- Close rate (clients ÷ conversations): _____
- Referrals received: _____
- Active clients right now: _____
- Monthly income generated: _____
- One thing the machine is doing well: _____
- One part of the machine that's leaking: _____

THE MACHINE BUILDS COMPOUND INTEREST

Month 1 of running the machine feels like effort. Month 3 feels like momentum. Month 6 feels like a business. The referral engine, content magnet, and conversion system compound over time — each month of consistency makes the next month easier. That's the point. A system that runs without willpower is a business. Everything else is a hustle.

You now have the four-part system. The machine doesn't run itself on day one— but by month three, it starts to. The only question is what you build on top of it.

THE MACHINE CREATES INCOME. BECOMING INVESTABLE TURNS IT INTO AN ASSET.

A Running Machine Is a Business. A Documented Machine Is an Asset.

You don't need to think about investment yet. Becoming Investable starts exactly where this document ends—with your machine running and your first \$1,000/month consistent. That's the entry point. From there, the program shows you how to:

Document your machine so it runs without you

Build financials that attract partners or capital

Create the systems that separate a business from a job

The Finders who build machines become Founders. The Founders who document their machines become Funders. That's the arc.

START HERE: [DEVENDAVIS.COM/COURSES](https://devendavis.com/courses)

*Or DM me **INVESTABLE** on Instagram and I'll send you the details.*

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