

CLIENTSPEAK HANDBOOK

Chapter 1: Stop Fearing English — Meet Your Classroom

*Your first step from silence to speaking***A Message Before You Begin**

Hi. My name doesn't matter as much as this fact: I was once exactly where you are right now. I could not introduce myself in English. I typed every message to a client into Google Translate before sending it, prayed it sounded right, and closed my laptop shaking after every call.

I'm not a teacher. I'm a freelancer, like you — or like the freelancer you're about to become. I've written this handbook the way I wish someone had explained things to me when I was starting out: no complicated grammar terms, no boring textbook sentences, no pressure to be perfect. Just what you actually need to talk to a real client and get paid.

You can read this chapter alone, without a teacher, without a classroom. Every explanation here is written so it makes sense by itself. But you must do the exercises — reading about swimming never taught anyone to swim.

One more thing before we start. Read this sentence out loud right now, even if no one is around:

"আমি ইংরেজি ভয় পাওয়া বন্ধ করব।" — *"I will stop fearing English."*

Good. You just spoke your first sentence of this course. Let's keep going.

How to Use This Handbook Alone

This chapter is built so a self-study learner can complete it without a live class. Here is exactly how:

What You Need

- A notebook or phone notes app for written exercises
- Your phone's voice recorder (or any recording app) for speaking exercises
- 15–20 minutes of quiet time, ideally at the same time each day
- A mirror or a photo of yourself — useful for practicing self-introduction out loud

The Order to Follow

1. Read each section slowly. If a sentence confuses you, read it a second time in a quieter moment — don't rush past it.
2. Say every example sentence out loud, even when you're alone. Silent reading does not train your mouth or your confidence.
3. Complete the exercises in the order given. Do not skip the Speaking exercises, even if they feel uncomfortable — especially if they feel uncomfortable.

4. Record yourself using your phone for every Speaking task. You do not need to sound perfect. You need to hear your own voice speaking English and prove to yourself that you did it.
5. Use the Chapter 1 Checklist at the end before moving to Chapter 2.

1.1 — Why Are You Afraid of English?

Let's name the fear honestly, because a fear you can name is a fear you can manage.

- You're afraid of sounding stupid in front of a client.
- You're afraid of forgetting a word in the middle of a sentence.
- You're afraid the client will lose respect for you if your grammar is wrong.
- You're afraid of being judged — by the client, by other freelancers, even by yourself.

Here is the truth nobody tells beginners: every single one of these fears is normal, and every single freelancer who is now earning well in English once felt exactly the same way. Fear is not a sign that you are bad at English. Fear is a sign that this matters to you.

ভয় পাওয়া স্বাভাবিক। — *Feeling afraid is normal.*

প্রতিটি ভুল আপনাকে আরও ভালো করে তুলবে। — *Every mistake will make you better.*

The goal of this course is not to remove your fear before you speak. The goal is to teach you to speak anyway, while the fear is still there — because that is exactly what every working freelancer does on every single client call, in every country, in every language.

1.2 — The Real Reason You're Learning English

Let's be direct: you are not learning English to pass an exam. You are learning English because it is directly connected to how much money you can earn as a freelancer.

Think about three freelancers, all with the exact same technical skill in Google Ads, Meta Ads, or SEO:

Freelancer	English Ability	Likely Outcome
Freelancer A	Cannot hold a client call, writes messages with Google Translate	Loses clients after the first confusing message
Freelancer B	Can explain their work simply, asks basic clarifying questions	Wins jobs, keeps clients for months
Freelancer C	Can explain, negotiate, report results, and follow up professionally	Gets repeat clients, referrals, and higher rates

All three freelancers may know the same amount about Google Ads or SEO. The only difference is English — and that difference decides who gets hired, who gets paid on time, and who gets recommended to the client's friends.

This is the promise of this handbook: every chapter moves you one step from Freelancer A toward Freelancer C.

1.3 — The Four Skills You Actually Need

"English" is not one skill. It is four separate skills, and freelancers usually need them in this order, in real work:

Skill	What It Means for You	Real Example
Listening	Understanding what the client says or writes, including voice messages and accents	A client sends a voice message explaining a problem with their Meta Pixel
Reading	Understanding job posts, briefs, and chat messages without panicking	Reading a job post that asks for "GTM setup with conversion tracking"
Speaking	Talking on calls, pitching yourself, explaining your work out loud	A discovery call where the client asks, "What do you do?"
Writing	Messages, proposals, and reports — this is most of your daily communication	Sending a project update message after finishing a task

Most learners feel they are "bad at English" because they judge themselves on all four skills at once. In reality, you might already read fairly well, and only struggle with speaking. This handbook will always tell you exactly which skill you're training in a given exercise, so you can track your real progress instead of feeling generally "bad."

1.4 — The Six Rules of This Course

Before you learn a single grammar point, understand the rules this entire course is built on. These are not suggestions — they are the foundation.

Rule 1: Communication First. Perfection Later.

If a client understands what you mean, the sentence worked — even if a word was missing or a tense was wrong. We will fix grammar over time. We will not wait for grammar to be perfect before we let you speak.

Rule 2: Everyone Speaks From Day 1. No Exceptions.

Not "when you're ready." Not "next week." Today. In this very chapter, you will say English sentences out loud, even if it's your first time in years.

Rule 3: Mistakes Are Proof of Effort, Not Failure.

Every mistake you make while trying is one step closer to fluency. A person who never makes a mistake in English is a person who never tried to speak it.

Rule 4: Grammar Is a Tool, Not the Destination.

You will never study "the past tense" in this course just because it's in a textbook. You will learn it because a client asked you, "What did you do on my project?" and you needed the words to answer.

Rule 5: Every Lesson Must Answer "Why Do I Need This?"

If a lesson can't connect to a real client situation, it doesn't belong in this course.

Rule 6: This Should Never Feel Like Boring School.

If you ever feel like you're back in a school classroom memorizing rules for an exam, something has gone wrong. This is a workshop, not a lecture.

1.5 — Your First English Tool: The Self-Introduction

This is the single most useful sentence pattern you will learn today. You will use a version of it on Upwork, on a discovery call, in a LinkedIn message, and in your own head every time you need to remember who you are becoming.

The Template

"My name is _____. I work as a _____. I am learning English so I can _____."

See It in Action — Real Examples by Niche

- "My name is Rafiq. I work as a Google Ads specialist. I am learning English so I can talk to clients directly on calls."
- "My name is Nusrat. I work as a Meta Ads freelancer. I am learning English so I can write better proposals."
- "My name is Shakil. I work as an SEO freelancer. I am learning English so I can explain my reports to clients."
- "My name is Tania. I work as a GTM and GA4 specialist. I am learning English so I can join client meetings with confidence."
- "My name is Imran. I work as a virtual assistant. I am learning English so I can get more international clients."

Now Build Your Own — Step by Step

- Blank 1 — Your name. Simple. Say it clearly: "My name is _____."
- Blank 2 — Your work. Use "I work as a _____" and fill in your real title: Google Ads specialist, Meta Ads freelancer, SEO expert, GTM/GA4 specialist, virtual assistant, web developer, content writer — whatever is true for you.
- Blank 3 — Your reason for learning English. Be honest and specific: "...so I can talk to clients on calls," "...so I can write clearer proposals," "...so I can charge higher rates," "...so I can work with clients from the USA and UK."

Write your full sentence below, then say it out loud three times before you move on.

1.6 — Common Beginner Mistakes (and Quick Fixes)

These are the mistakes almost every beginner makes with this exact sentence pattern. Check your own sentence against this list.

Common Mistake	Quick Fix
"I am freelancer."	Add "a": "I am a freelancer." English job titles almost always need "a" or "an."
"My work is Google Ads."	Say "I work as a Google Ads specialist" or "I do Google Ads" — more natural for describing a job.
"I am learning English for talk to clients."	Use "so I can" or "to": "...so I can talk to clients" or "...to talk to clients."

Common Mistake	Quick Fix
"I working as SEO freelancer."	Say "I work as an SEO freelancer" (Present Simple for your regular job, plus "an" before a vowel sound).

Don't worry if you made one or more of these mistakes. Fix your sentence now, then move to the exercises. You are not expected to remember every rule yet — you are expected to try.

1.7 — Practice Like a Professional: Today's Assignments

Because you don't have a live instructor watching you, each assignment below includes exactly how to check your own work.

Written Assignment

Write your self-introduction (3–4 sentences) using the template from Section 1.5. You may use Google Translate once to check a word you're unsure of — then close it and rewrite the full sentence yourself, from memory, without looking.

Self-Check

- ☐ Does every sentence have a subject (I, my work) and a verb (am, work, am learning)?
- ☐ Did you use "a" or "an" before your job title?
- ☐ Can you read your sentence out loud smoothly, without stopping in the middle?

Speaking Assignment

Record a 30-second voice or video message introducing yourself in English, using your written self-introduction as a starting point — but try to speak naturally instead of reading word-for-word.

Self-Check

- ☐ Did you speak for close to 30 seconds without stopping completely?
- ☐ Can you understand your own recording when you play it back?
- ☐ Did you smile or sound confident, even if a word was wrong?

Listening Assignment

Find any short video (1–2 minutes) of a freelancer introducing themselves — search YouTube for "freelancer introduction video" or "how to introduce yourself on Upwork." Watch it once without pausing, then watch it again and write down 3 English words you recognized.

Self-Check

- ☐ Did you write down at least 3 words, even simple ones like "work" or "help"?
- ☐ Did you notice how the speaker introduced their job, similar to today's template?

1.8 — Confidence Corner

Before you close this chapter, read this out loud one more time — yes, again. Repetition is how confidence is built, not talent.

নিখুঁত ইংরেজি নয়, বোঝানোটাই আসল। — *Not perfect English — being understood is what matters.*

Every freelancer you admire, who now works confidently with clients from other countries, once sat exactly where you are sitting now, holding a notebook, unsure if they could ever do this. The only difference between them and you is the number of times they kept going after feeling exactly like you feel right now.

থামবেন না। বলতে থাকুন। — *Don't stop. Keep speaking.*

You already spoke English out loud today. That is not nothing. That is the beginning.

Chapter 1 Checklist

Before you move to Chapter 2, be honest with yourself and check off what you can now do:

- ☐ I can say why English matters to my freelance income, in my own words.
- ☐ I can name the four English skills and give one freelance example of each.
- ☐ I can recite the six course rules, especially Rule 1 (communication first) and Rule 3 (mistakes are okay).
- ☐ I have written my own self-introduction using the template.
- ☐ I have recorded myself speaking my self-introduction out loud.
- ☐ I have completed the listening exercise and written down at least 3 words I recognized.

If you checked every box — even if your English still feels shaky — you are ready for Chapter 2, where you'll learn to describe your daily work and skills using the Present Simple tense, still built entirely around real freelance examples.

Chapter 1 Vocabulary Bank

English Word/Phrase	Simple Meaning	Bangla Meaning
Freelancer	A person who works for different clients, not one employer	ফ্রিল্যান্সার
Client	The person who pays you for your work	ক্লায়েন্ট / গ্রাহক
Confidence	Believing you can do something, even if it's hard	আত্মবিশ্বাস
Introduce (yourself)	To tell someone your name and what you do	নিজের পরিচয় দেওয়া
Specialist	Someone who is skilled in one particular area	বিশেষজ্ঞ
Mistake	Something done incorrectly — and completely okay here	ভুল