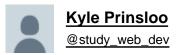
Twitter Thread by Kyle Prinsloo



Marketing and Branding.



The freelancing blueprint ■■
Disclaimer:
Freelancing is NOT for everybody, but it is for everyone ■
Just give freelancing an honest attempt for a year.
If you enjoy it - cool.
If you don't - cool.
At least you tried.
Freelancing starts with a SKILL.
 Learn how to make a website (Web Design). Learn how to get sales for a business (Digital Marketing). Learn Web Design and Digital Marketing.
I'd recommend option 3.
You're offering a once-off and monthly service.
Win-win.
Where do you learn this skill?
YouTube, Google and Udemy.
Don't overcomplicate it.
How do you make money from this skill?

This will help you get clients.
Do this:
 Build a portfolio website (research on YouTube). Build example websites (showing your experience). Get client testimonials (even if you do free work for 2 projects only).
Now you're ready to approach clients.
Generalist or Niche?
Start off by working with any type of business.
Get experience.
Then as you get a few projects and work in a few industries, niche down your services.
Here's why: https://t.co/o2tWhnl4uM
Before you get clients, you need to know how much to charge.
In short, NEVER charge per hour.
Charge a fixed project price or value-based pricing.
Here's WHY: https://t.co/GXhTy2F0W1
And here's HOW to do this effectively: https://t.co/U8oVmq2Ova
Now you need to get clients.
Do this:
 → Google Ads → Facebook Groups → LinkedIn Outreach → Freelance Platforms → Manual Outreach
Here's HOW in more detail: https://t.co/U8oVmg2Ova

ALWAYS offer 3 pricing options like this:

Now that you've got client leads, you need to pitch them your services.

Example:
Option 1 - \$3,250 Option 2 - \$4,500 Option 3 - \$8,000
Most of the time clients choose Option 2.
Some choose Option 3, and only a few choose Option 1.
Now you need to craft the perfect proposal that closes the deal.
Here's HOW (with a free template): https://t.co/NcBQlsH12C
Final step:
LEARN how to OUTSOURCE.
5 clients paying you \$1,500 a month for Marketing.
You outsource the tasks to someone else for \$500 per client.
You net \$5,000 per month (not doing most of the hard work).
= Freedom = Good income
now you grow and get 10+ clients.
That's it ■
Further reading and resources:
Blog - https://t.co/2gn9TTvXGh
YouTube - https://t.co/h9BvIm501V
Podcast - https://t.co/xaFlg4D692
Book - https://t.co/b3UMZd6RSF
Bundle - https://t.co/Zg6UrAo08g
Hope this helps you ❤■■