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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.

1. Learn how to make a website (Web Design).
2. Learn how to get sales for a business (Digital Marketing).
3. 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?

Marketing and Branding.

This will help you get clients.

Do this:

1. Build a portfolio website (research on YouTube).
2. Build example websites (showing your experience).
3. 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/U8oVmq2Ova

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

ALWAYS offer 3 pricing options like this:

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 ❤■■