CREA
TIVE
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the

Freelancer's

Road map

EVERYTHING YOU NEED TO
KNOW TO BUILD A SUCCESSFUL
FREELANCE BUSINESS IN 30 DAYS

INTRODUCTION

The first time I tried freelancing a few years ago, it was a massive failure. It was all but impossible to convince a client to choose me for the job (any job).

Every day, I'd look for new contracts on Upwork and other freelance websites that had jobs for marketers. I spent a ton of time researching each client and putting together a proposal before reaching out. And still, I had a hell of a time signing even one new client per month.

I couldn't figure out what was wrong with my approach, but the lack of steady income and mental defeat over the course of several months meant going back to working a full-time job again. That journey led me to CreativeLive.

Fast forward a couple of years, and I'm back to freelancing on the side just a few hours per week. Only now, I'm turning away freelance work and still making significantly more than I ever was before, while spending much less time.

The truth is, you can 100% get to where I'm at (and far beyond) in relatively little time... by making the right decisions and learning from those who've already become successful in your field.

I'm Ryan Robinson. I work here at CreativeLive with our Money & Life instructors, to help them grow their influence and build their brands.

For the creation of this guide, I reached out to some of the most successful freelancers in the world, NY Times bestselling business authors, and CreativeLive instructors. I compiled all of their most impactful lessons on how to become a highly paid expert and pulled from my own experience freelancing, to create

INTRODUCTION

a single guide that's designed to take you from 0 to $1,000 in freelance income.

There's no such thing as a single "trick" or secret "tactic" that'll magically guide you down the path to making millions. Success won't happen overnight, but if you're willing to put in the time and effort it requires to build the future you want for yourself, I guarantee you can make it happen.

From building your brand, to pricing your services, finding clients, and closing your first major deals, this guide is complete with examples, action steps, and exclusive CreativeLive content. For the next 4 weeks, you'll also be getting twice weekly emails with behind-the-scenes videos, check-in updates, and resources we built for our freelance community.

We also created a Facebook Group for our community of freelancers. We'll be dropping in frequently with exclusive CreativeLive content, challenges, and discussion topics in the name of building better businesses together. Be sure to join and introduce yourself!

For now, keep reading. Let's do this.

Ryan Robinson

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15 ESSENTIAL ELEMENTS OF A HIGH QUALITY CREATIVE PORTFOLIO

BY [LAURENCE BRADFORD](#)

Ramit Sethi Teaches:

HOW TO MAKE MONEY AND GROW YOUR BUSINESS

WATCH NOW

What's the one thing most highly paid freelancers have in common? A powerful personal brand, and the online proof (reputation) to back it up.

If you're the best at what you do and you can prove it, you're in a much better position to set your rates and turn away clients that don't benefit your business.

Sure, you'll still have to pitch yourself and create great freelance proposals, but once you've built a powerful online presence, it'll consistently bring you new business. Even if you are a highly skilled freelancer, nobody will know it unless you put in the effort positioning yourself, building your brand, and having an impressive online portfolio. In order to effectively showcase your work and expertise in your field, you need a website that truly sets you apart from the competition.

Creating a portfolio online can be a major burden for some people. Talking about yourself, skills, experience, and achievements doesn't always come naturally. And on top of that, you have to get all the technology together (platform, domain name, online tools, and much more).

But building an online presence is important as a freelancer, because it puts your name on the map and allows you to get discovered by new clients.
Luckily, I've been through this process already. I have some tips to help you avoid Strugglefest 2015 when you build, or rebuild, your portfolio site.

Here are 15 freelance portfolio essentials, that'll help you win higher paying clients for your business.

1. Your Specialty.

Translation: what you do. However, it's not just the things you have the most experience with.
Your portfolio is your chance to shape what you'd like to be known for... even if you're not known for it *yet*.

Whatever it is, get specific about your specialty. Titles like "digital marketer" or "graphic designer" are vague, but "content marketer" or "logo designer" helps narrow clients down to the ones you really want.
This allows you to define your "place" in a big industry. Moreover, this vets potential clients, and may help save you time from getting irrelevant propositions for work you are not interested in or cannot do.

2. Examples of Your Work.

So, you've told people what you do. Now it's time to show them.

This is an opportunity to curate your work in a way that shapes your expertise. Choosing to display the right work (the work that promotes your specialty) will [bring in leads from the right clients.](#)

While it's fine to include more low-key [projects on your portfolio](#), you should make a point to emphasize your best work. "Best" may mean a large project, or a big-name client. Basically, put extra emphasis on your most impressive projects.

More than just examples of previous work, do you have any other kinds of recognition? Perhaps art exhibits you've been in, your photography featured somewhere (like in a magazine), an award you won, etc. If yes, include that, too!

3. Easy-to-Find Contact Information.

Make sure there's a foolproof way for potential clients to contact you.

This may include your:
• Email Address
• Phone Number
• [LinkedIn URL](#)
• Twitter handle

Beyond the contact information, make sure all important components of your site are easy to find. Don't hide your menu items ("About", "Portfolio", "Contact", etc.) or place them in an unusual navigation bar.

4. Your Personality.

Others may have your skills. Others may have the same experience. But no one else has your unique mixture of hobbies, quirks, and interests. Not including these would be a mistake.

Plus, including your personality makes you more relatable. *"Oh, I love gardening, too!"*

5. Your Photo.

Like with your personality, people want to know who you are...and that includes seeing you!

When people can put a face to you, they will like and trust you more. People trust people more than a faceless, impersonal logo. So make sure to include a nice, clean-cut photo of yourself on your site.

6. About Page or Bio.

A great place to showcase your personality and photo is on your about page. No matter what industry you're in, the about page is one of the most visited pages on your site.

So put some thought into it! Don't just throw a photo up and a quick blurb. Because anyone who is interested in working with you will almost certainly read through your About page before reaching out.

7. *Relevant* Skills and Education.

The keyword here is relevant.

You may have a degree in Floral Management, but if that doesn't relate to your current goal of becoming a full-time self-employed logo designer, don't include it on your portfolio.

Moreover, [don't list of every skill/tool you ever utilized.](#) Showcase the ones you know best, and more importantly the ones that are going to help you get the projects you want.

8. A Strong Call to Action (CTA).

Your portfolio site should have one main goal. [Most likely it's to get a client to hire you.](#)

So, you want to make it easy for people to take that action. (Send you an email for a quote, click your contact page, fill out a form, etc.)

The most common form of a CTA is a button. Like a "contact me" or a "hire me" or a "find out more".

9. Testimonials.

[Testimonials,](#) or blurbs about you/your work, add to your legitimacy. They don't have to be long-form essays, 2-3 sentences can do the trick.

Testimonials can come from previous employers or clients. Really, anyone who can speak to your skills.

And they don't necessarily have to come from people who have paid you.

Testimonials could also come from:

- A coworker who can speak to your work ethic/ability
- Volunteer work
- Work you did pro-bono when first starting out

As long as it's someone who has good things to say about your work, you can't go wrong! (Except you might want to avoid including a testimonial from your mom...)

10. Provide Context.

Content and design interplay with each other. So write thought-out descriptions of your work. Also make sure to use clear labels as well as language.

I prefer when people focus on the key parts of their work and break it up into sections.

Using different headings, write about:
• What the assignment was
• Who the client was
• What you did
• The results

This makes it more readable than if it was, say, in a gigantic paragraph. It also allows a person to skim better, and take note of the information they care about.

11. Visually Appealing Site.

The images you include on your portfolio (of your work and otherwise) can make or break your site.

Don't just slap on some random screenshots of your work. Put thought into the pieces you choose to showcase and how the images of your work interact with the content around them.

Here are some tools to help you make your site more visually appealing:

- [Placeit.net](#) - put your work on different devices
- [Icomoon.io](#) - free vector icons
- [Stock photos that don't suck](#)
- [Skitch](#) - screenshot tool

[Look here for a huge list of free website building tools.](#)

12. The Right Platform.

The "right" platform depends on you. Specifically, your goals, budget, and skill-level.

Really short on time and money? Opt for platforms like Behance, Dribbble, LinkedIn, etc. [depending on your industry niche.](#) (It may not be the best option, but using one of these free platforms is better than having no online presence!)

[Squarespace](#) is a good drag-and-drop option for people who can't code and don't care about control over the design. It's affordable and great for people just getting started.

Consider [WordPress](#) if you want more control and customization, and if you want to have a blog or news section. (WordPress is really great for bloggers. If blogging will be a key part of your portfolio or freelance client acquisition strategy, definitely consider WordPress.)

Of course, you can always make a custom site without the limitations of a platform like [Squarespace or WordPress.](#) This is recommended for people who

know how to design and develop sites or have the budget to bankroll a designer/developer.

And for a more in-depth list of all the portfolio builders available online, <u>check out this article.</u>

13. A Professional Domain Name.

Let's face it… a .wordpress or .tumblr as part of your URL looks unprofessional. Spend the extra ten bucks a year to just get the .com or .org or whatever extension you end up with.

Using your name (or some variation of it) is typically best. Because while your specialty may change over and over again, your name will not.

An exception would be if you're working on a small team; then, consider taking on a business name.

Having trouble finding a domain close to your name? Check out domainr.com. It allows you to search a name or word, and it shows you what's available with different extensions. (Like .me, .co, .io, and so on.)
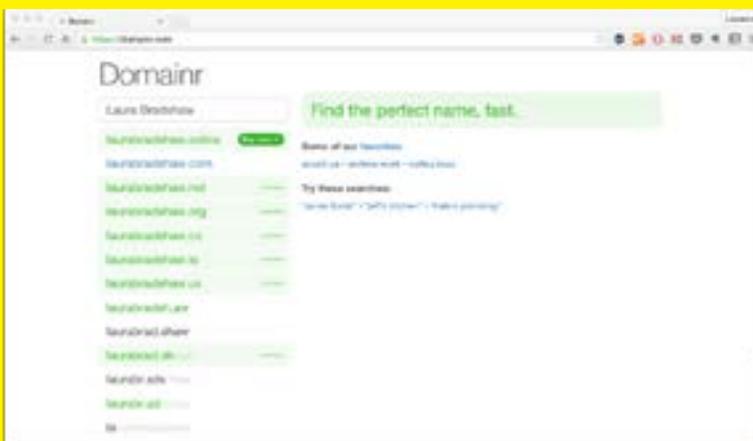
Moreover, tools like Squarespace and other drag-and-drop platforms make it easy to add a custom domain name to your site.

14. Outside opinions.

Have a friend or family member give your portfolio a look over for spelling/grammar, but also clarity and ease of use. Because if you confuse people, you lose people.

Get feedback and let them tell you how you can improve your portfolio site.

You may think your cousin Joey knows nothing about headshot photography… but your clients might not either (aside from the fact that they want a new headshot). In many ways, it's beneficial to get an opinion from an outsider.

You know your website inside and out, so it makes sense to you, but other people may experience it differently.

15. Regular Updates.

Your portfolio site isn't permanent. Like you, it should evolve. A dead site sends out the message that you're not getting hired, and maybe that you've lost interest in freelancing altogether.

So make sure to add recent work samples and update other pages on your site regularly. Moreover, maintaining a blog with regular posts is a good way to show that your site is alive. A blog can also position you as an authority in your field, and [can give you more exposure](). And more exposure means more potential clients.

Ultimately, don't only look busy; be busy. It'll make others want in on the action, too.

Conclusion.

When it comes down to it, as a freelancer your portfolio is an asset. And you'll get what you put into it. If you want top-notch clients, it's worth investing thought, time, and even money into doing it right.

If you're ready to get serious about growing your freelance business, check out How to Make Money and Grow Your Business with Ramit Sethi.

THE CREATIVE FREELANCER'S GUIDE TO PERSONAL BRANDING

BY WES MCDOWELL

How to Build a Powerful PERSONAL BRAND For Freelancers

Ramit Sethi Teaches: HOW TO MAKE MONEY AND GROW YOUR BUSINESS WATCH NOW

Branding is a fairly misunderstood concept, especially for freelancers.

Some oversimplify it, and use it interchangeably with the idea of logo design. Others blow it way out of proportion, and think it only has a place with the big boys in your industry.

In truth, branding encompasses nearly every aspect of a company's personality, including its logo, how it speaks to its customers, and how it is perceived by the public.

Branding is not just for the power players. It's for every business of any size, including freelancers that want to grow their income and create a powerful reputation for themselves.

The Importance of Personal Branding for Freelancers

Good branding makes any business memorable. Talented freelancers can benefit from being remembered, more than most. There are many skilled designers, photographers and writers who call
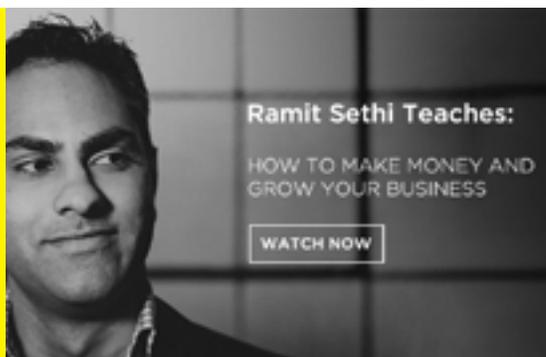
themselves freelancers these days, so you will need to brand yourself in a unique way, in order to stand out from the pack.

Whether you're just getting started on the road to building a freelance career, or you're a seasoned pro, here are some actionable steps to taking the guesswork out of what makes a memorable personal brand, and how you can start putting them into practice today.

Your Personality is Your Brand

The first step in the process is defining the unique personality of your brand.

This goes for all businesses, but when you're a freelancer, guess who's personality you get to use? That's right, it's one of those rare occasions when your business can be unabashedly all about YOU. After all, you are the brand, so to present a false front to the world would be unnatural, and ultimately very difficult to keep going.

The 3 Adjective Activity

Here's my quick process to defining the personality my brand's going to adopt. On a piece of paper, write down three positive adjectives that:

- *you think describe you.*
- *you want your clients to use to describe you.*

Now it's gut-check time.

Just because you think these words describe you, doesn't mean other people will agree. So, gather a few of your closest friends that you can trust to be completely honest with you. Ask them to do the same activity, giving you three descriptive adjectives based on the personal brand they feel describes your freelance business.

After that, show them your words, compare, and see if they agree. If they also used similar words to describe your freelance personal brand, then you're already on the right track. If not, it's time to take a hard look at the forward-facing image you're currently giving off, and get feedback on how you can better align yourself with your three adjectives.

These three words will be instrumental in determining all of your personal branding efforts, so it's important to get them right.

Your Name vs. Company Name

The next big decision you need to make is your business name.

Many freelancers decide just to use their own name with their discipline after it, such as "Kyle Walker Photography." Others find it more advantageous to use a separate company name. With a longer term focus, there are several reasons to go the route of branding yourself under a company name:

1. If you have a common name.
2. If you envision yourself expanding the business into a team.

Having a commonly used name can come with certain drawbacks. Can you get the domain name you want for your website? What about social media profiles? If people search for you on Google, are you anywhere near the top of search results? If not, you may want to go with a "doing-business-as" (DBA) name.

Similarly, if you see yourself growing into a larger company with staff over time, you might not want to go with your own name either. In my case, I knew I didn't want to be a one-man-band forever, so I ditched "Wes McDowell Creative" in favor of the more growth-friendly "The Deep End."

If you see yourself growing in the future, it makes way more sense to start your brand sooner, rather than later. Otherwise, once you make the leap, you'll be starting all over.

If you decide to go with a DBA, keep your three words in mind, and pick something that reflects them.

The Writing Funnel

A big part of becoming a highly paid freelancer is having an impressive web presence that can sell your services round the clock. And because many of your prospects will be seeing you online long before they ever get a chance to meet you in person, the words you choose will have a big impact on whether you get hired or not.

When you consider what has to go into your website, as well as your social media channels, it can seem like a lot of writing. But, if you write in the right order,

you can cut your workload down significantly, while maintaining a consistent personal brand.

Think of it like a funnel. Write the biggest chunks first, and distill it down into smaller versions for other purposes. Here's my personal process:

1. Start with your full bio. This is what will go on your website. Start with your three adjectives that describe your personal brand, and tell a compelling story. Who are you, and what do you do for your clients that will make their lives easier, or better?

2. Condense it down to a few hundred words or less for your Facebook and LinkedIn pages. Keep the tone consistent, but really focus here on what your clients get from you.

3. Shave it down to 140 characters or less for Twitter, and for your most basic elevator pitch. Remember, lead with your most essential core benefits from a client perspective.

4. Narrow it down even further to just a few words for your tagline. This should still strike the right brand message, while being super-succinct. No more than a few-word sentence.

Keep all of these descriptive personal brand statements in a single document, in a folder on your desktop. In the beginning, you'll want to refer back to these descriptions often as a source of inspiration for writing style and general guidelines as you expand outward and publish content around the web.

Your logo

Now comes the fun part.

Most people get the idea of branding confused with logo design, but as you can tell by now, creating your logo is only one step in the process.

At the expense of sounding like a broken record, you will need to start with your three adjectives. Your logo should be a visual interpretation of your personality, so it's very important at this stage. You want your prospective clients to be able to get a sense of your personal brand's core values by taking one look at your logo.

If your branding is playful and quirky, you would have a very different logo than if it were upscale and sophisticated.

Keep in mind that there's no single right answer when it comes to choosing how to brand yourself. As long as your brand resonates well with your target customers, you're on the right track.

Maybe you're a freelance designer who can design your own logo, but if you aren't that's fine. You can hire one, or even work out a trade with a logo designer, provided you can give them something they need.

In the worst case, you can always come up with a purely type-based logo on your own. Many businesses opt for no logo image, and the right typeface can strike a chord all on it's own when done right.

Own Your Brand

The final step in your [freelance personal brand](#) is an ongoing one. Starting today, you have to be your brand. Since your branding is based on what makes you unique, this should never be a problem.

At the end of the day, you are the one who is in charge of your brand, so protect it. Embody it with every single client interaction, and keep it consistent.

Final Thoughts

As any creative freelancer knows, working on your own projects can be the most grueling. But with the steps we've covered here, you should be able to assess your own unique situation, and apply these branding principles to make your freelance business memorable within your industry.

Have you gone through a personal branding activity yourself?

Do you have any other advice or stories from the process you'd like to share? Leave them in the comments below so others can benefit from your experience!

If you're ready to take your freelance business to the next level, join Ramit Sethi's [How to Make Money and Grow Your Business](#) for much more.
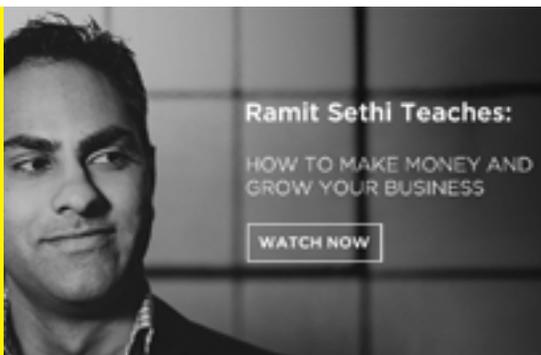
the --- Freelancer's --- Roadmap

TO-DO LIST#1

BUILD A PORTFOLIO SITE

#1: WORDPRESS HOSTED (BEST FOR:ALL-AROUND .... ☐
CUSTOMIZATION & FUTURE SCALABILITY)

#2: FORMAT.COM (BEST FOR: CREATIVE .... ☐
PORTFOLIOS & PHOTOGRAPHERS)

#3: SQUARESPACE (BEST FOR: GENERAL .... ☐
SITE-BUILDING & ONLINE STORES)

WRITE YOUR STAND-OUT BIO

LINK TO WATCH: HTTP://CR8.LV/STANDOUT .... ☐

DEFINE YOUR VISUAL BRAND

DO WES MCDOWELL'S 3 ADJECTIVE ACTIVITY .... ☐

HOW TO CALCULATE YOUR FREELANCE HOURLY RATE

BY RYAN ROBINSON

Now, here's a hard question: What is your time really worth?

When you're a freelancer, it can be really hard to tell. As a full-time employee, your salary also takes into consideration business costs like health care, licensing, taxes, and other business essentials, but when you work for yourself, you've got to cover all of that and more.

This is a serious consideration if you're thinking of quitting your job in pursuit of leading a more fulfilling, self-employed career. To start, you need to feel confident when you enter a room and state your price.

That way, you have the opportunity to build up your side income, put away some savings, and bring on a few consistent clients that'll help you justify making the leap to self-employment once you're ready.

Often, in the interest of netting new clients and seeming like a more attractive hire, freelancers will charge as little as possible, hoping to make up for your low rates by sheer volume. This kind of pricing,

which photographer Sue Bryce calls a "survival rate," is extremely risky, because it doesn't take into account the ebb and flow of work, nor does it allow you to grow your business by expanding markets or investing in marketing.

When you charge enough to not only survive, but thrive, says Sue, "you find better prospects and clients. It is that simple."

"You find people who can pay what you need to earn...then you ask them for it," she explains.

But how do you find out how much is enough to really grow your business? What's your thriving rate?

We've created a handy graphic to help you figure it out.

Click to view.

Looking for more resources that'll help you launch a successful freelance career?

If you're ready to get serious about growing your freelance business, check out How to Make Money and Grow Your Business with Ramit Sethi.

Ramit Sethi Teaches:

HOW TO MAKE MONEY AND GROW YOUR BUSINESS

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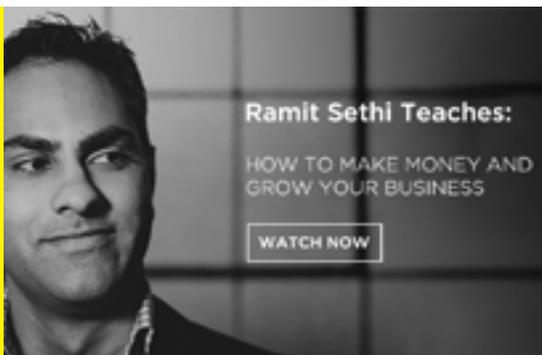
THE TOP 5 PRICING MISTAKES FREELANCERS MAKE

BY SARAH BRADLEY

You don't have to be Bob Barker to know when the price just ain't right. Products gather dust on shelves and businesses shutter every day because their basic pricing structure is faulty.

To help you avoid the most common pricing mistakes, Tara Gentile — business strategist, creator of the Customer Perspective Process, and ambassador of the You Economy — sat down with us to discuss the pricing errors that freelancers and creative entrepreneurs typically make.

Here are the top five "no-no's" when pricing your product or service.

1. Pricing Too Low

People often think that low prices equal more sales. However, when you set the price too low, you essentially position your product or service at the "bargain basement" of the market. By doing this, two things happen: you associate your brand and product with low quality and you attract the wrong customers.

With the first, customers may assume something is wrong with the company, the product, its credentials — they assume it's not high-quality. This positions your product poorly and leads to less sales.

With the second, low prices also put you into the sticky situation of attracting clients who make decisions based on price rather than quality. These types of customers tend to be the most demanding customers and also the least loyal — always looking to nickle and dime, rather than really truly get value for the service they're contracting to buy.

2. Pricing for Pay, Not Profit

Creative "solopreneur" professionals often don't allow for profit in their businesses.

When you set prices only with your salary in mind, what you aren't doing is pricing to invest in your business and allow for growth activities. These growth activities — marketing campaigns, hiring additional help, developing new products, training and certification programs — these are the things that will get you from a business that is slowly chugging along to a business that is thriving.

"It's not just about paying for your labor," says Tara, "It's about creating an excess and abundance with the prices that you set." Don't aim for a trickle of business. Aim for abundance.

3. Setting a Narrow Price Spread

Another mistake that people often make is not looking at the full spread of their services. When you are offering multiple products or services, customers evaluate a listed price relative to the prices listed for the rest of the products you are offering — they enter a game of "The Price is Right" for this vs that. If you aren't differentiating your products enough through price, you are inhibiting your customer from making an easy purchase decision.

For example, you are a life coach offering three levels of service: a small ebook, an online course, and one-on-one services. If these things are often priced very similarly ($20, $30 and $80), it becomes more difficult for your customers to decide what they want to purchase from you, especially if it's their first purchase and especially if the products all have similar outcomes.

"Price is one way we help a customer make decision," says Tara, "People are trained to know that each type of thing should cost different amounts relative to each other, which means you need the spread." If your products use different materials, require different amounts of time, or involve varying degrees of effort, you need to use price to differentiate them and make your products and prices make sense in terms of the value for your customer.

4. Underestimating Labor Costs

Another big mistake people make is assuming their labor costs are the same as when they were working a full-time job. The reason this is an error is that labor costs don't cover a host of expenditures that

you'll be making as a business, like administrative overhead, the marketing and business development costs of attracting new clients and customers, health insurance, etc.

"When I was working a retail management job, I thought my labor was valued at $14 an hour," remembers Tara, "When I started freelancing, $25/hour sounded amazing, but it quickly became clear to me that a living wage for a freelancer is at least $50/hr, and closer to the $75-100/hr range." That top range is particularly important if you are [looking to create some leverage in your business] rather than do one-to-one client work.

According to Tara, this point should be driven home for makers and crafters. "Makers are especially bad at this" she says, "they love to pay themselves less-than minimum wage."

5. Forgetting Hidden Labor

Another labor-related mistake in setting prices is failing to account for other people's labor — both the labor you are currently contracting or the future labor you will likely need soon.

One way companies grow and gain leverage is by hiring contractors for aspects of the business that require specific skills outside the owner's expertise. Small businesses often hire outside help for design, marketing, sales, and even contract out for providing the service or producing the product you sell. In setting your prices, it's important to bake these additional labor costs into your business expenses

and account for profit-making on top of them.

For more tips and advice on how to price your services, check out [Value Pricing for Creative Entrepreneurs with Tara Gentile.](#)

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TO-DO LIST#2

RESEARCH 5 COMPETITORS AND TAKE NOTES

HOW DO THEY FORMULATE THEIR VALUE PROPOSITIONS? .... ☐

WHO ARE THEY "SPEAKING TO" ON THEIR WEBSITES AND SOCIAL PROFILES? .... ☐

DO THEY LIST CLEAR PRICE RANGES FOR THEIR SERVICES? .... ☐

CALCULATE YOUR TARGET HOURLY RATE .... ☐

DECIDE BETWEEN PROJECT VS HOURLY BASED PRICING .... ☐

HOW TO FIND FREELANCE CLIENTS ON LINKEDIN, TWITTER, AND FACEBOOK

BY LAURENCE BRADFORD

When it comes to landing clients, relationship building is a critical component. There's something to the "who you know" phrase: thousands of people get jobs through personal connections each year, and the situation is similar for freelancers trying to find new clients.

Here are some pro-tips on how you can relationship-build using Facebook, Twitter, and LinkedIn, and use those connections to get new work.

How to find clients on Facebook

A key part of finding clients anywhere is networking. And the best place to do that on Facebook is within groups.

Facebook groups differ from pages in that they can be secret, private, or public. Unlike pages, a group is a place where anyone can post. It's more about community and collaboration, whereas pages are usually a company posting their news, events, etc.

For freelancers, the key is joining groups where your customers are. For instance, if you're a graphic
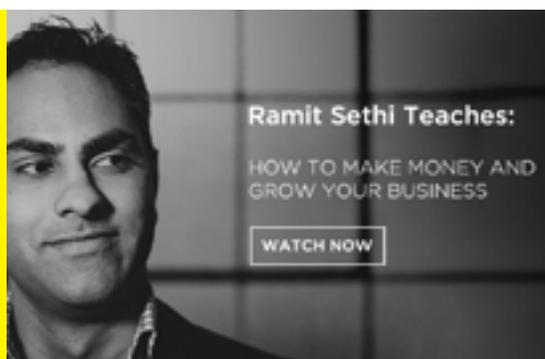
designer, join a group of small business owners/online entrepreneurs...who may need graphic design work.

[Saad Kamal](), an avid Facebook group networker who partakes in multiple groups, recommends to treat FB groups "how you would treat any other group social setting in real life." Because "nobody likes a salesman".

"Groups are a great place to showcase your skills and ability because even when you are helping just one person, hundreds are watching your depth of knowledge and generosity," says Saad.

Providing value is key. Over time, others in the group will notice your contributions and start remembering your name. And then when they need help with your specialty (e.g. designing a new logo), you won't even need a sales or a services page--they'll think of you.

Saad's number one FB group strategy is to take your conversation off social media. Social media is where you start talking, but you'll want to take it to email, phone, or Skype to close the deal.

How to find clients on Twitter

Lots of people tweet when they are looking for a new hire.

Twitter has great search functionality, like Google. You can type in something similar to the below: "freelance designer needed".

Check hashtags, too (see above: #freelance). Another tip is look at exact phrases in their advanced search feature. Look up phrases like "I need a graphic designer," which will bring up results for everyone who has tweeted that phrase recently. If you can respond to them quickly (even within an hour), you may just be the designer they choose!

Social media marketing strategist Jen Lehner explains that two things make Twitter powerful: (1) heavy traffic, and (2) it's the most open social media platform.

"This means that anyone can connect with anyone, as long as the person you are trying to connect with has a Twitter handle. There need not be a reciprocal relationship," says Jen.

Essentially, you can reach out to anyone with a tweet. Even big names like Tim Ferriss or Jason Calacanis. It allows you to engage directly.

One way to stand out is by sending a video tweet with a direct message to that person. Jen says, "This makes an incredible impression on the recipient and takes advantage of what makes Twitter so special...a platform for real human engagement." They'll be more likely to remember who you are if they see your face instead of just words with a username.

In fact, Jen has personally witnessed the power of video tweets: she crafted one for a marketing industry leader, who had mentioned that he needed a conference speaker on Twitter. In her video, Jen volunteered (without ever having spoken to

him before) to fill the role. "He invited me on his very popular podcast, and I'm in the lineup for his conference in 2016," Jen says. "Twitter is powerful."

How to find clients on LinkedIn

LinkedIn is the social media network for professionals. The site is now 400 million members strong, and constantly growing. However, many freelancers and even business owners think LinkedIn is not for them because they are not looking for full-time work. Big mistake.

In reality, LinkedIn is the ultimate personal branding tool. Moreover, it is "responsible for more than 80% of a business's social media leads" according to Kissmetrics. In comparison, "other social media platforms put together only amount to 19.67% of leads".

Also notable: in October 2015 LinkedIn launched a new feature called ProFinder, where people can hire freelancers and independent professionals in their area. (Note: You must apply to be considered.) However, it goes to show that LinkedIn is thinking about the 54 million freelancers (and counting) in the US alone.

Here are some client generation tactics specifically for LinkedIn:

1. Make sure your LinkedIn profile is completely filled out and up to date. When your profile is 100% complete, or an "all-star," you are 40 times more likely to receive opportunities through LinkedIn.

2. Be strategic in LinkedIn groups. Engage. Get in the

right groups. Provide value first; submit your own articles/questions later.

3. "Review who's looking at your profile or reading your posts (if you're blogging there) and see if there is anyone new you might want to connect with on the list," suggests LinkedIn expert Sandy Jones-Kaminski.

4. Update your status with relevant industry talking points: new books you love, an upcoming event or conference you plan to attend, etc. This gives people opportunities to start conversations with you.

5. Connect with people. Instead of applying to jobs, look for people with titles that indicate they might want to hire you. I.e. if you are a freelance writer, look up marketing managers, or blog content managers.

For more on what makes a stellar LinkedIn profile, check out this profile completion checklist.

The Common Denominator

Regardless of which social media platform you're on, the key is to provide value (and do it for free). Give advice (as long as you actually know what you're talking about), trade tips, link to interesting articles, etc. Don't go straight into a hard sale or market yourself too aggressively: people are turned off by pushiness, especially on social media.

Once you make a connection with someone, make sure to take the conversation off the platform you're on. Business is best conducted in more than 140-character tweets!

If you're ready to get serious about growing your freelance business, check out [How to Make Money and Grow Your Business](#) with Ramit Sethi.
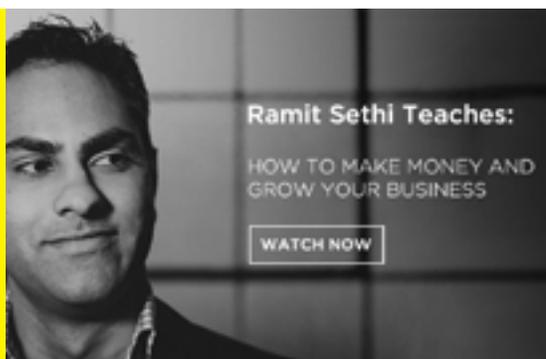
11 WAYS TO GET FREELANCE CLIENTS TO COME TO YOU

BY LAURENCE BRADFORD

Ramit Sethi Teaches:

HOW TO MAKE MONEY AND GROW YOUR BUSINESS

WATCH NOW

One of the toughest things about freelancing is getting clients.

Some days, the life of a freelancer can feel like you're spending more time client-hunting than actually working. Time is money, and you owe it to yourself to use it wisely.

However, you don't have to resort to spending money on advertising campaigns or being overly "sales-y" (which can come off as desperate). There are other, easier ways to get clients—and instead of you searching for them, they'll come to you.

Below are my top 11 strategies.

1. Word of Mouth

This is probably the best way to land clients without doing any work to get them. When someone recommends you to a person they know, it means a lot more than a polished resume.

People trust personal recommendations more than
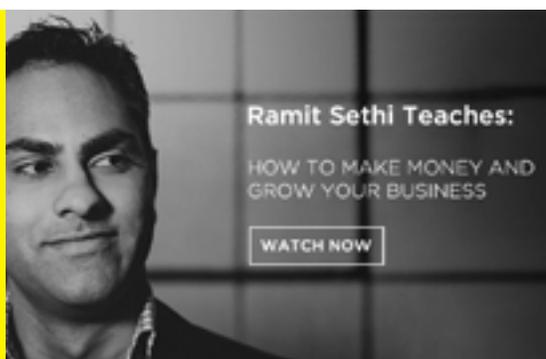
a portfolio, killer resume/LinkedIn profile, or blog. It all comes down to that age-old saying: "It's not what you know, but who."

So, do good work, and get referred to others. People who own their own business probably know others who do, too. And those connections just may need a new website, video editing, new logo, etc.

Also—don't disregard family and friends. Starting out by doing work for a family member is nothing to be ashamed of. Money is money. Experience is experience. And you need both.

Key takeaway: It's not what you know, but who. And when you do good work for others, you're bound to get recommended.

2. Have a clear, up-to-date portfolio—and market it

A good portfolio is practically non-negotiable. However, it is important to note that having a site won't guarantee that people will come to it. To attract potential freelance clients, you need to market it.

One way to do this is by utilizing searchable portfolio sites, like:
- Sortfolio.com
- Coroflot.com
- Graphicartistsguild.org
- Hireanillustrator.com

Another way is to blog (which we'll get to next).

And don't disappoint when they get there!

- Have work samples and/or case studies
- Get testimonials from previous clients
- Make sure your contact info is easy to locate

Key takeaway: Don't just make a nice portfolio to showcase your work; promote it, too.

3. Blog (or more simply—create content) Add a blog to your portfolio or online resume. It's done wonders for my project, LearnToCodeWithMe.

But before you dive in head-first into the world of blogging, it's important to know your market.

Writing about topics relevant to the field you want to work in gives you a chance to demonstrate your expertise. There is an art to this.

Here's a quick example: You are a WordPress web designer/developer. You may think it makes sense to write WordPress "how-to" articles. These articles are super helpful…but only to those wanting to learn WordPress themselves, not those interested in paying you to build a site for them!

Instead, write articles that will appeal to the people you want to work for and be more likely to lead into a sale. For instance, post an article about how making a website responsive can generate X increase in sales. That'll catch the right people's attention, and will be more likely to get you a new gig.

Key takeaway: Blogging is another way to passively market yourself and your services. But make sure to

write about topics that'll appeal to your target client.

4. Write (or create content) for *others*

When you create content for others, you put yourself in front of more eyeballs (including those of potential clients!).

The most common form of this is guest writing. However, creating content for other sites/publications doesn't have to be writing. It could be:
- Illustrations
- [Infographics](#)
- Videos (with your name in the credits)
- Images (taking photographs for a particular post/ guide, with a link to your site beneath)

While in general, the more people you get in front of, the better, it's also who you're getting in front of. Quality is more important than quantity. Here, quality means an audience comprised of people who can use your expertise.

Key takeaway: Creating content for others gets you in front of more people, meaning more potential clients.

5. Keep your LinkedIn up to date

Recruiters and other types of hiring managers [search on LinkedIn to hire.](#) (They even have an entire [tool](#) for that exact purpose.)

Moreover, LinkedIn profiles tend to show up high in search results when people Google your name (which

almost every recruiter/employer does).

Having an outdated, dusty LinkedIn won't make you stand out among the rest. Make sure to:

- Include a summary that addresses your most important and relevant skills and achievements
- Keep your experience and skills updated
- Add relevant work of yours in the LinkedIn "work samples" area.
- Have a crisp looking profile photo.
- Go above and beyond by adding recommendations from former employers/people you have worked with.

Key takeaway: Recruiters and others making hiring decisions look at LinkedIn. Make a memorable first impression by keeping yours updated and polished.

6. Keep other, industry-relevant social media accounts up to date

These days, there are social media sites catering to a variety of specific industries, especially freelance-oriented fields. Depending on your expertise, there most likely is a platform for you.

To name a few:

- For developers - GitHub
- For designers - Dribbble and Behance
- For photographers - Flickr and Photo Critique
- For videographers - Vimeo

Like with LinkedIn, maintain an updated profile with relevant work samples.

Key takeaway: Hang out on the social networks

where potential employers are looking for talent. Plus, you can network with peers to gain insights and connections.

7. Network in person

Attend conferences and local [Meetups](). Go to happy hours. And make sure to bring some business cards!

Meeting face-to-face is always more memorable— there's that in-person connection you can't get online.

Attend events and conferences that are relevant to your interests. Or, maybe more importantly, ones that are relevant to the interests of your potential clients (e.g. if you're a graphic designer, going to local business owner meetups).

For more on the best [freelancer-specific events, look here.]()

Key takeaway: Even with all our technological advancements, nothing compares to face-to-face networking.

8. Start coworking

Coworking is like another form of in-person networking. The main difference is that you typically go to a [coworking]() space on the daily, or at least semi-regularly.

Coworking spaces are buildings or large rooms used by groups of entrepreneurs/small business owners/freelancers. They're ideal for getting work done (especially freelance work) in a collaborative

environment.

Plus, [a coworking space is a great place to make friends,](#) because being a freelancer can get lonely. (It's not like your typical office life, where you are surrounded by coworkers by no choice of your own.) Network with others, collaborate, and get your own work done.

Key takeaway: Coworking has many benefits, including networking with others who could need your services.

9. Speak at events/conferences

One step up from attending events is [speaking at them.](#) The best kinds of events/conferences to speak at are ones where audience members may need your services.

For instance, you are a web designer. These days, every business should have a website, so speaking at a conference for business owners will get quite a few potential clients to remember your name. And if you give a talk about the importance of good website design in business, outlining all benefits it can bring (longer time on site, increased visitor engagement, more sales, etc.), you'll demonstrate your value even further.

Of course, when it comes to landing speaking gigs, you have to start small. But as you build up credibility as an amazing speaker, it's even possible to get paid to speak at events. Promote your brand, get new clients, and get paid for it? Sounds too good to be true.

Key takeaway: Speaking engagements strengthen

you as an expert in your field. They also provide the opportunity to get in front of new potential clients.

10. Network online

Nowadays you don't have to be face-to-face to network. You can now attend conferences virtually.

For instance:
*   For developers - hack.summit
*   For internet business folks - 1 Day Business Breakthrough
*   For online creative business owners - Maker Mentors

More than online conferences or events, there are industry-specific forums you can partake in.
*   Quora - a bunch of different questions you can answer, showing your knowledge on the topic
*   Freelancers Union Hives - requires a membership with Freelancers Union, but is a great place todiscuss the ins and outs of freelancing
*   LinkedIn groups - for instance, Photography Business & Marketing or Freelance Graphic and Web Designers
*   Relevant subreddits - like r/webdev or r/freelancewriters
*   GrowthHackers - for the marketing-minded
*   Relevant Facebook groups - like this WordPress one or this user experience group
*   Participate in forums that are relevant to you and your expertise. Offer insights, recommendations, and connect with others.

Key takeaway: Even if you live in a remote area, there is no excuse not to connect with others in your field.

11. Position yourself as an expert

There are ways you can establish you as an expert in your field that goes beyond the standard blog (which it seems like everyone has, these days).

For instance, you can write an eBook. The fact is anyone can publish a book on Amazon or on their own using a platform like [Gumroad](#)…but not everyone knows that.

Aside from showing your expertise on the topic at hand, writing an eBook gives you a reason to do speaking engagements or interviews—because you can talk about your new book!

However, if you're not much of a writer, you can do other things to position yourself as an expert, such as:
- Create an online course—on your own, or on a platform like Udemy or Skillshare
- Build another kind of information product—like a package of goodies (videos, files, etc.)
- Mentor newbies to the field online or in person (you can do this either on your own or via a structured program)

Beyond solidifying yourself as an expert on the given topic, eBooks and information products are another way to generate a little extra revenue.

Key takeaway: Create material that goes beyond the blog post. Teach others through eBooks and other kinds of information products. Even make a little extra money while at it.

In the end, it's all about relationship building

Landing new clients doesn't have to be a daunting activity that eats up hours of precious time—and you don't have to be pushy or spend money on advertising either.

When it comes down to it, getting work as a freelancer is all about building relationships (online or offline) and demonstrating your value and expertise. Use these methods of passive promotion and you just might start each day with a couple more emails in your inbox.

If you're ready to get serious about growing your freelance business, check out How to Make Money and Grow Your Business with Ramit Sethi.

Ramit Sethi Teaches:

HOW TO MAKE MONEY AND GROW YOUR BUSINESS

WATCH NOW

the---Freelancer's---Roadmap

TO-DO LIST#3

JOIN 5 FACEBOOK AND LINKEDIN GROUPS (WHERE YOUR TARGET CUSTOMERS MAY BE MEMBERS) ……….. ☐

PARTICIPATE DAILY IN GROUP DISCUSSION TOPICS WHERE YOU CAN ADD VALUE ……….. ☐

FIND 5 POTENTIAL NEW CLIENTS AND RESEARCH THEIR BUSINESS ……….. ☐

DO YOU UNDERSTAND THEIR PRODUCT OR SERVICE OFFERING? ……….. ☐

CAN YOU CLEARLY PICTURE WHO THEIR TARGET CUSTOMERS ARE? ……….. ☐

ARE YOU FAMILIAR WITH THE PARTICULARS OF THEIR NICHE INDUSTRY? ……….. ☐

5 STEPS TO WRITING A PERFECT FREELANCE PROPOSAL

BY RYAN ROBINSON

Convincing potential clients that you're the best fit for the job is always a hurdle, regardless of much experience you do or do not have in the world of freelancing.

Writing a strong freelance proposal that can beat out experienced competitors, is instrumental to winning the best projects and increasing your income as a freelancer.

If done right, a truly great proposal will make your potential clients want you, even more than you want them.

To help you get started out on the right foot, I'm giving away my proven freelance proposal template for free.

Always strive to put together a proposal that's designed to provide meaningful solutions for your potential client, not one that just lists out your service offerings like a menu for them to choose from.

Even more importantly, you need to communicate your personalized solutions in the way your potential clients wants to read it. Whether that's in the body

of an email, through online proposal software, or via mail, you need to have a [strong understanding of who your client is](#) before you even get the ball rolling.

Long before you approach your potential client, you should have a very clear understanding as to why they should hire you for the job. This will challenge you to understand the project, the client's unique needs, how your strong suits will fit into the equation, and exactly how you can deliver the most value. By time you actually reach out to them with a proposal, your goal is to understand their needs inside & out.

Considering that [more people than ever](#) are going it alone as freelancers and solopreneurs (54 million in the US alone), your freelance proposal needs to do an incredible job at selling your services and winning new clients. In such a cutthroat environment, anything less than your absolute best probably won't get you very far.

With that in mind, pulled straight from my own freelance business (and [online course](#)), here are my five proven steps to writing the best freelance proposal you're capable of.

1. Making a Strong Entrance.

What are you doing to wow them straight out the gates? What makes your email different from everybody else throwing their hat into the ring for this gig?

A captivating entrance that excites, shows you did your research, and delivers actual value, is what will kindle an immediate interest in your potential client's

mind. If you're able to reach this potential client
quickly after they've posted their request for help,
you'll significantly increase your chances of landing
the job.

If you're a freelance writer sending an email to open
up a line of communication with a potential client for
your blog post writing services, start with a subject
line like, "My 6 Steps to Driving Traffic for [Company
Name]." This gives them the instant recognition
that you've already spent some time laying out a
proposed strategy, and that you've likely done your
homework on their business & industry.

In this initial email (a couple hundred words
maximum), you'll touch lightly on each of your
steps and continue to weave in how your proven
experience and strengths in doing this in the past, will
make you the obvious choice for this job. This post on
Guru.com, gives you more tips on how to keep your
reach out emails short and to the point.

Since a freelance proposal is effectively a form of
an elevator pitch, explaining why you're qualified for
the job, quickly showcasing your strongest (relevant)
abilities is essential to the conversation. You also want
to convey confidence in your ability to get the job
done without coming off as arrogant.

Making a strong entrance also means demonstrating
your commitment towards the project. You want to
show you've already got some skin in the game.

This can come in the form of crafting a quick and
dirty wireframe for a web design project, writing a
100 word outline for some proposed blog content, or

sketching out potential logo design concepts.

Sound like too much work up front? Well, the reality is, this approach is how I consistently win nearly every project I bid on. What you lose in uncompensated time, you make up for by demonstrating your creativity and desire to work with the client, which will only increase your chances of nailing the bid.

2. Selling Your Strengths.

Whatever the task you're applying to do for a potential client, it's your job to tailor your strengths to that particular job.

If you're targeting a logo design project, make sure you elaborate on your creative skills first. Show them that your previous work aligns with the design aesthetic you think they're going for with their rebrand.

If the project is to proofread a highly technical neuroscience paper, focus on your relevant degrees, and if possible point to other papers within this space that you've edited in the past.

Don't make the mistake of focusing on unrelated or irrelevant strengths (and always keep your proposals as short as possible).

Attempting to cram everything you know about writing or marketing into your proposal is an easy shortcut to landing in the reject pile. Consider listing two or three of your best qualities in terms of how they relate to this particular job, and elaborate on

them one by one.

There's an art to providing just enough detail to help a client understand how your strengths are useful to their business, but not going too far and giving them a full resume highlighting every positive asset.

3. Anticipating and Answering Questions.

Unfortunately, not every employer provides a thorough list of expectations or questions for you about their project.

While vague project descriptions can be a bit confusing, you should capitalize on these opportunities by demonstrating your knowledge and experience right off the bat.

For example, a common question that I was frequently asked when applying for new projects, was if I had done this exact type of job in the past. Now, I anticipate and answer this question before they even have the chance to ask me directly. In my initial reach out email, I'll include a link or two over to examples of successful campaigns I've ran in the past (demonstrating my ability to replicate these results).

To help anticipate what your potential client may ask of you, try and imagine yourself in their shoes. What sort of unspoken problems or issues might they have experienced up to this point? If you're seeking to help with a website rebrand, take careful note of existing disjointed branding, poor quality images or logos, and offer up your quick thoughts on the direction you'd want to take, if you're hired on to help.

Place a metaphorical warm blanket around them by addressing concerns with this project, that they may not yet be aware of. If they're looking to hire expert help, chances are they may not fully understand what goes into designing new website features, creating a brand book, or crafting compelling blog content.

If you're already experienced in your domain, you'll know what sort of expectations a client might have and what typically goes wrong when it comes to the type of work you handle.

Nothing will make a potential client feel more at ease, than hearing concerns (and advice) from a well-versed freelancer who's been there and done that. If you craft your answers with your experience in mind, it will place you squarely ahead of the pack.

4. Selecting and Including Relevant Samples.

It's essential that [your portfolio](#) and proven work examples speak for themselves. Make sure you cherry-pick only the best and most relevant samples to include with your freelance proposal.

Employers are eager to see that that you have formerly worked on something similar to their project. It makes sense, if you've done this exact type of job in the past, they have a sense of reliability that you'll be able to replicate or exceed your results from before.

Pick a couple of great samples and link off to them in your reach out email and within your freelance proposal. Briefly explain in a sentence or two,

how your contribution helped the previous client accomplish their goals.

If you're new to freelancing and don't have any relevant samples to send over, then the best you can do is create some of your own. Build a portfolio website, write example blog posts, design your own logos, crunch sample data.

When you send over a link to your portfolio that shows you can accomplish for yourself, what they're seeking to have done within their own business, you'll immediately peak their interest. If you're still looking for the best places to find great freelance gigs and remote jobs, check out the 25 best sites for finding remote work on Skillcrush.

5. Using a Visually Appealing Structured Layout.

First impressions are everything, which is why a winning freelance proposal should be aesthetically pleasing, crisp, and well-organized.

Even before potential clients start reading your proposal, they will certainly form an attitude towards the content of your work, solely by the looks of it. Depending on what you're proposing, you might need nothing more than a simple Microsoft Word document to state your case, or you might require something snazzier to sell your services.

If you prefer to send proposals purely in the body of your emails and want to avoid fancy-pants online tools, I'd recommend at least using an invoicing tool like FreshBooks.

If nothing else, using a more advanced visual layout tool like Proposify or Bidsketch can give you the opportunity to communicate that you place a high value on personal branding and maintaining high quality deliverables.

Utilizing these five steps to create your freelance proposals, will ensure you're doing all you can to set yourself apart from the competition.

If you're ready to get serious about growing your freelance business, check out [How to Make Money and Grow Your Business](#) with Ramit Sethi.

THE ART OF COLD-EMAILING AND WINNING CLIENTS

BY RYAN ROBINSON

Email makes it possible to reach just about anyone, anywhere, at anytime.

As freelancers, this gives us the opportunity to reach out to a potential client with the right message, at exactly the right time. However, if you're not doing something to stand out in a crowded inbox, your email will likely go unopened. In 2014, around 196.3 billion emails were sent and received every single day. That staggering number is set to explode further to 236.5 billion daily emails by 2019.

Email can be a powerful tool for building new relationships and landing new clients, but you need to learn how to capture their attention right off the bat.

With my own freelance business, I've consistently used very strategically crafted, cold emails to win new clients. This is of particular importance when you're just getting started with your freelance business, or you're actively seeking to bring on new clients.

In order to master the art of making great first impressions over email, it requires a deep

understanding of how people interact with their inboxes, and what's going to make them read (and respond) to you, before your competitor. To make things more challenging, you've got but a limited amount of time to make that stand-out first impression.

On average, it takes a person around 100 milliseconds [to form an initial impression of someone](). Email recipients take a similar amount of time to process whether your message is worth reading. If your email even remotely looks like spam, or comes off disingenuous, expect it to remain unread forever.

Here are my 6 steps to writing cold emails that make an incredible first impression.

1. Use a Professional Email Address.

You want to be taken seriously, right? Use your best judgement in selecting a professional and appropriately named email address, depending upon the type of industry you're in.

If you use an email address like, "sk8rdude2003@ hotmail.com," I can all but guarantee your email going unread.

Not only will your messages be more likely to filter into the spam or promotions folders, but even if someone does open your message, they'll very quickly form an opinion of you based on your memorable (for the wrong reasons) email alias.

I highly recommend using Gmail or your own domain-

branded email address, and be sure you've set up your name and a professional headshot within your settings.

Setting a professional signature with your name, phone number, email address, and [optimized portfolio site](#) URL is also highly encouraged - that way your potential client can easily browse your works and decide if you'll be a good fit for the job.

2. Use Creative and Relevant Subject Lines.

I can't stress the importance of this rule, enough.

Aside from looking at the sender's name and email address, your subject line serves as the largest determining factor to whether or not your email will be opened. Great subject lines are both enticing and genuine, while bad ones may be misconstrued as spam.

When I'm reaching out to a new potential client, I have a few different subject line templates I use, but my most successful one tends to be very straightforward; "Company Name's Content Marketing Game Plan."

This gives the recipient instant relevance as to what my email is regarding, and it establishes that I've already put together a plan for them.

Remember, most inboxes receive a high volume of unwanted daily emails, so if your subject line doesn't appeal to your recipient at first glance, then it'll likely be ignored.

If you want some more subject line inspiration, here's a list of 171 creative email subject lines.

3. Make it Personal.

Before reaching out to a potential client, take some time to really do your homework on them.

Can you learn anything about their personal interests or advantageous details about their business from browsing through their websites and social media accounts?

One of my best long term client relationships started with the subject line, "A Mutual Love for Animals and Content Marketing."

Because I took the time to research that client, and discovered that they post tons of dog pictures on Instagram (which I loved), I was able to reach out with a much more personal touch.

I also highly recommend using first names in your emails, as calling someone Mr. or Mrs. So-and-So instantly places a professional barrier between the two of you. Nothing shows relevance as much as personal connection.

4. Deliver on Your Expectations.

Having a potential client open your email is one thing, but sustaining their interest and actually delivering on your clever subject line is something entirely different. Be sure that the first sentences and paragraph of your email contain enough relevant details to keep

them reading.

A quick mention of how you discovered them, reiteration that you've already put together a plan/strategy for them, and statistics or an example of a relevant project you've done in the past (include a link), are all imperative to building on your momentum.

5. Keep it Short and Sweet.

I never exceed 3 short paragraphs in my cold reach out emails. This goes back to having an understanding of how we all use email.

Most of us have very short attention spans, and clients often want to skip straight to the point when it comes to hiring on much needed help. Keeping your emails short and impactful will help you avoid overwhelming a potential client with content.

Structure your email for ease of readability using paragraphs no longer than 3-4 lines, clear sections, and bullet points. Avoid long sentences as much as possible, trimming your draft to the minimum number of words without losing quality and impact.

6. Establish Trust and Credibility.

First impressions generally stick. If you can establish trust early on, then you're off to a great start. Your email needs to clearly demonstrate that you're a [subject matter expert](#) or thought leader in the topic you're convincing them you're qualified to help out with. Do that without being verbose or trying too hard

to look authoritative. Let your previous work (that you already linked to in your email) speak for itself.

At the end of your client reach out emails, always include a call-to-action. What comes next? I always close out my cold emails with something along the lines of, "Please let me know when you have a moment to chat this week," which shows that I'm ready to get this started right away.

If you're ready to get serious about growing your freelance business, check out How to Make Money and Grow Your Business with Ramit Sethi.

Ramit Sethi Teaches:

HOW TO MAKE MONEY AND GROW YOUR BUSINESS

WATCH NOW

the --Freelancer's -- Roadmap

TO-DO LIST#4

FIND THE DECISION-MAKER AT YOUR 5 TARGET CLIENT COMPANIES AND LOCATE THEIR EMAIL ADDRESS .... ☐

CRAFT A PERSONALIZED (BRIEF) PROPOSAL WITH IMMEDIATE RECOMMENDATIONS AND EMAIL YOUR PROSPECTIVE CLIENTS, PITCHING YOUR SERVICES. .... ☐

FOLLOW UP, DON'T LOWER YOUR PRICES, AND CLOSE YOUR DEAL. .... ☐

12 FREELANCERS SHARE HOW THEY EARN $100,000+ EACH YEAR

BY RYAN ROBINSON

HOW THESE 12 FREELANCE
BUSINESS OWNERS
EARN $100K/YEAR
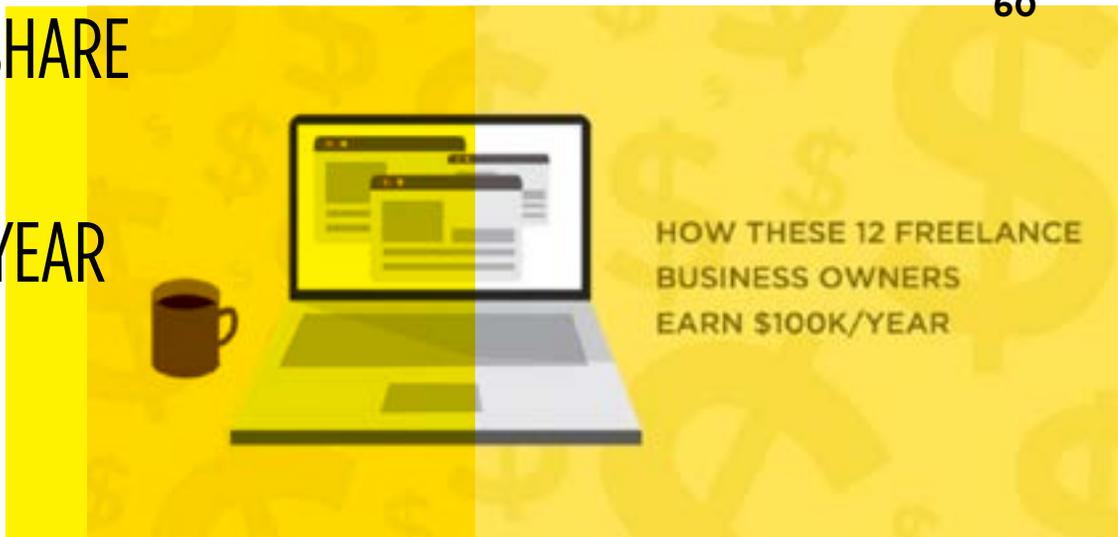
Leaving your day job and launching your own freelance business is a dream that many of us creative professionals share.

If you've spent time thinking about going down this road, you'll have an idea of just how much effort goes into becoming a successful freelancer. There are certain things you need to do, in order to prepare yourself for that jump to self-employment. Create an irresistible online portfolio, fully define your service offerings, set your prices, and figure out how you're going to bring on your first clients.

While you can (and should) certainly start your freelance business while keeping your job, you need to be focusing right away on delivering the most impactful results that are going to get you to living a life of self-employment, quickest.

To help you do exactly that, this week I interviewed 12 freelancers who make over $100,000 per year. I asked them to share with me how they got started, where (and how) they find their best freelance clients, how they've built a personal brand, and more. From

designers, to writers, marketers, business coaches, developers, SEO consultants, and PR pros, we've got them all.

Here's the most common advice that continued to emerge in my conversations around how these entrepreneurs created successful freelance businesses.

- Focus on catering your services to **niche markets,** it'll lend you more credibility in building your authority in a particular space.
- Never stop building your **personal brand,** there's a compounding effect that'll continue to send prospective new clients your way.
- Put time into learning how to **effectively sell yourself,** it does you no good if you're the best in your space, but nobody knows it.
- Don't take on clients that you're not sure you can **truly help,** because falling flat on your face can (will) damage your reputation in your industry.
- The most effective client acquisition path is often **referrals**, they have a layer of trust built-in that goes a long way in establishing your reputation.
- **Don't quit your day job** until you're bringing in enough steady income to sustain your lifestyle, it can be a long path to reaching $100k/yr.

Here we go!

1. Ilise Benun of marketing-mentor.com

"YOU CAN'T BE EVERYTHING TO EVERYONE. FOCUS IS ESSENTIAL TO SUCCESS AS A FREELANCER."

ILISE BENUN

CREATIVE LIVE

2. Preston Lee of millo.co

"MY BEST CLIENTS CAME FROM WORD-OF-MOUTH MARKETING. IT HAS TRUST BUILT IN."

PRESTON LEE

CREATIVE LIVE

3. Paul Jarvis of creativeclass.io

4. Tom Ross of designcuts.com

5. Bianca Board of web123.com.au

"MY BEST FREELANCE CLIENTS COME FROM MY FREE CONTENT AND WEEKLY EMAILS."

BIANCA BOARD

6. Joe Mullich of joemullich.com

"YOU WILL MAKE MORE MONEY AND MARKET YOURSELF BETTER BY FOCUSING ON NICHES AS A FREELANCER."

JOE MULLICH

8. Brandon Seymour of beymour.com

"I'VE HAD THE MOST LUCK GETTING FREELANCE CLIENTS THROUGH BLOGGING FOR POPULAR SITES."

BRANDON SEYMOUR

9. Tsahi Levent-Levi of bloggeek.me

"BEING GOOD AT WHAT YOU DO ISN'T ENOUGH. YOU HAVE TO SELL YOURSELF."

TSAHI LEVENT-LEVI

10. Helen Patrikis of hp-pr.com

"SINCE STARTING MY FREELANCE BUSINESS, ALL OF MY CLIENTS HAVE COME FROM REFERRALS."

HELEN PATRIKIS

11. Jason Rothman of rothmanppc.com

"AVOID WORKING WITH PEOPLE WHO DON'T PAY QUICKLY OR WASTE YOUR TIME."

JASON ROTHMAN

12. Miranda Marquit of mirandamarquit.com

"MY BEST FREELANCE CLIENTS ARE THE RESULT OF BUILDING MY REPUTATION OVER TIME."

MIRANDA MARQUIT

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