FINDING GREAT CLIENTS

ignite your passion • launch your talent • live your dream

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The Three

1. Skills Assessment
2. Finding Clients
3. Long Game
1. Skills Assessment

Understanding My Value

What do I charge?

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“There is only one you.”
“Become known for something.”
The Secret to Selling:

“Selling is never an issue when you're able to solve a client’s problem.”
What do I charge?

I first need to understand my value

Age-old question: hourly vs. flat-rate?

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2. Finding Clients

Where To Find Them [POND]
(where do my clients hang out)

Promotion [BAIT]
(what is my message)
Finding Clients:

“The key to building your business is not how many people you know... It’s how many people know you.”
Be The Hero:

“Find the Pain.
Solve the Problem.
Make the pain go away.
Be the Hero.”
Where can I find clients?

Your Personal Contacts
Former Employers
Professional Groups
Networking Events
Conferences/Trade Shows
LinkedIn Groups
Facebook Groups
Upwork/Freelance Sites
3. Long Game

My Sweet Spot
(Gifts, Talents, Blessings & Passions)

Finding Perfect Clients

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Social Proof > Your Portfolio
“I reached out to Mat via LinkedIn when after struggling with multiple designers for months to create a new branded PowerPoint template. I was at wits end. Mat took the ball and ran, and in just days, I had a new PPT template! Mat quickly became my go-to designer for white papers, tradeshow SWAG, e-signage and ads.”

Beth Foulk

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“I am more excited than ever to start my own business. Before I started my college internship with Mat, I was not that interested in becoming a freelancer. Now I can’t wait to start my freelancing career. I just sold my first WordPress website for $3000. I still have a lot of learning to do, but with Mat as a coach I am no longer hesitant on what the next step would be. Mat has taught me more than I would have ever learned on my own.”

Kayla Weers
MAKE A SALE

CIRCLE OF AWESOMENESS

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CIRCLE OF AWESOMENESS

MAKE A SALE

GET CLIENTS A RESULT

✔️

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MAKE A SALE

CIRCLE OF AWESOMENESS

GET CLIENTS A RESULT

PRODUCE A GREAT STORY

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CIRCLE OF AWESOMENESS

MAKE A SALE

LEVERAGE STORIES IN YOUR MARKETING

PRODUCE A GREAT STORY

GET CLIENTS A RESULT

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Where do you leverage your stories?

Tell your client’s stories
LinkedIn Profile
Website: portfolio
Website: case study
Email newsletter/blast
Facebook Page
Instagram Post

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The Perfect Client
Do they really exist?

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The Perfect Client is:

“A client that pays you well for the work that you would do for free if time and money were no object.

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FREELANCE ON FIRE

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Q & A

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