

**STARTING A FREELANCE
BUSINESS/FINDING
GREAT CLIENTS**

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FREELANCE **ONFIRE**

ignite your passion • **launch** your talent • **live** your dream

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Are You a Freelancer?



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Have you ever completed a project independently?

Business
Organization
Family Member
Friend
Stranger



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If the answer is YES, then

**You Are A
Freelancer**



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WHY?



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***“Smart people know how.
Successful people know why.”***

Paul King
Professor, PSU Broadcast Dept.



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MY WHYS

Quality Time With My Family
Lifestyle
Freedom of Time
Freedom of Work
Financial Control



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Passion. Co

peace

peace

PyeongChang 2018™



I want...

More control of my time.

More control of my earning potential.

Give more to the things that I am passionate about.

Freedom and flexibility.

Work for great clients.

Do the work I love.

Be my best self.



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But, I had fears and doubts.

Could I find enough clients?

Would they like my work?

What would I charge?

Would I make enough to support my family?

Would I succeed?



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I knew two things.

1. I had skills that were valuable.
2. I realized that I was in uncharted water. I didn't have any real business experience or anyone I knew that I could learn from.



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I Launched.

The early years were tough...
really tough.

I learned tons of lessons....
the hard way.

But, I kept learning and growing
for more than 15 years..
I fought and persisted...



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Now.

I take time with my family.

I have great clients.

I pick and choose the jobs I take.

I work when and where I want.

I'm able to invest in myself and others.

From \$100-\$1000 per job
to earning recurring contracts
worth \$15K-\$70K, per year, per client



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Not Long Ago.

I wondered if there was a way
I could help someone else.

I wondered if I could be the person that I would have
loved to know early in my career.

So, I started harvesting the wisdom from my 20+
years of experience as a creative and an
entrepreneur.



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And Here We Are.

I'm here to share some information that I
hope will be valuable to you
As you pursue a full-time freelance career
or a serious part-time freelance side hustle.



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The Three

1. Skills Assessment

2. Finding Clients

3. Long Game



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1. Skills Assessment

Understanding My Value

What do I charge?



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“There is only one you.”



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"Become known for something."



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The Secret to Selling:

***“Selling is never an issue
when you’re able to solve a
client’s problem.”***



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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)



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Finding Clients:

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



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Be The Hero:

***“Find the Pain.
Solve the Problem.
Make the pain go away.
Be the Hero.”***



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Where can I find clients?

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



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3. Long Game

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

Finding Perfect Clients



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Social Proof > Your Portfolio



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“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.”

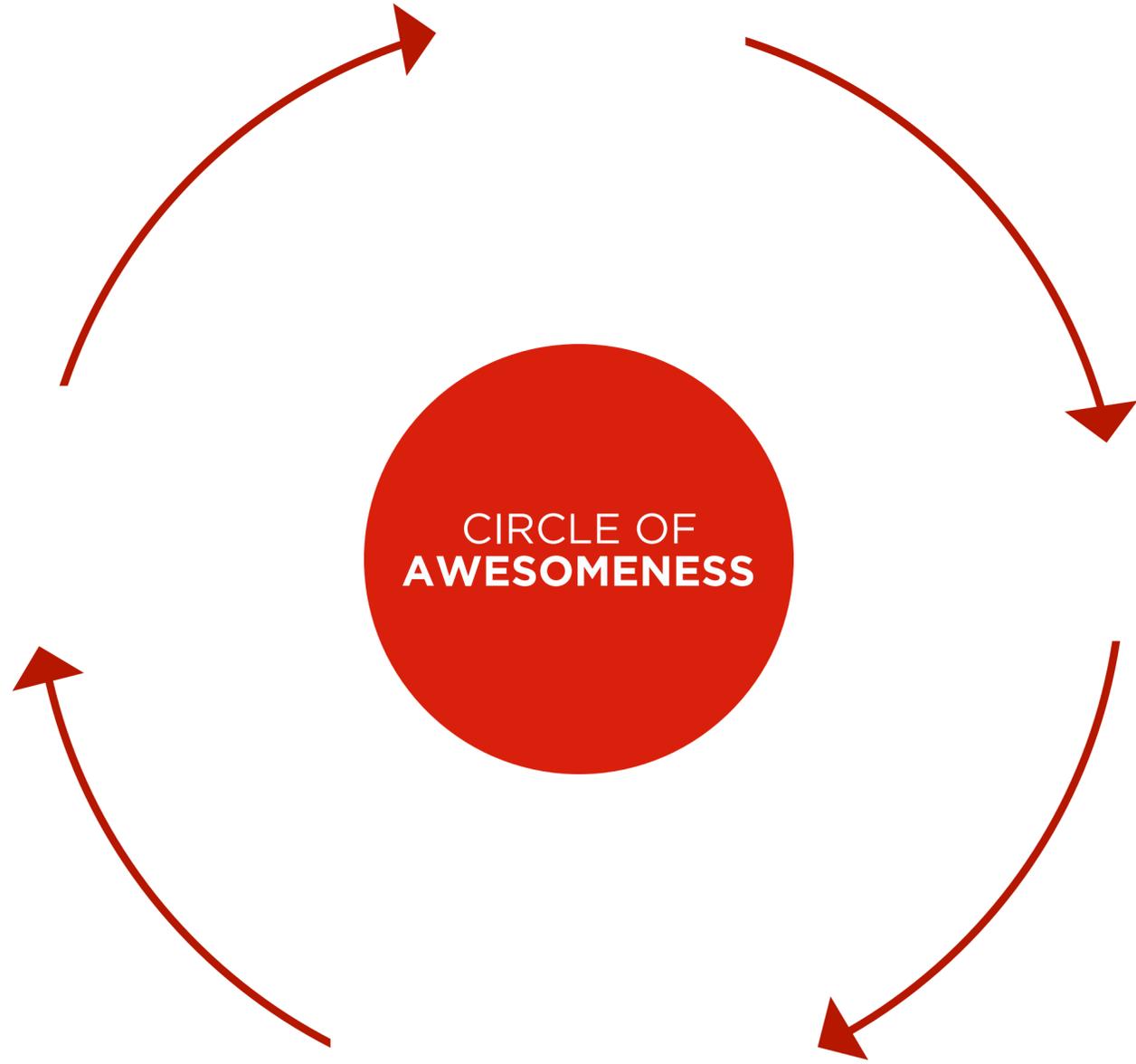
Kayla Weers



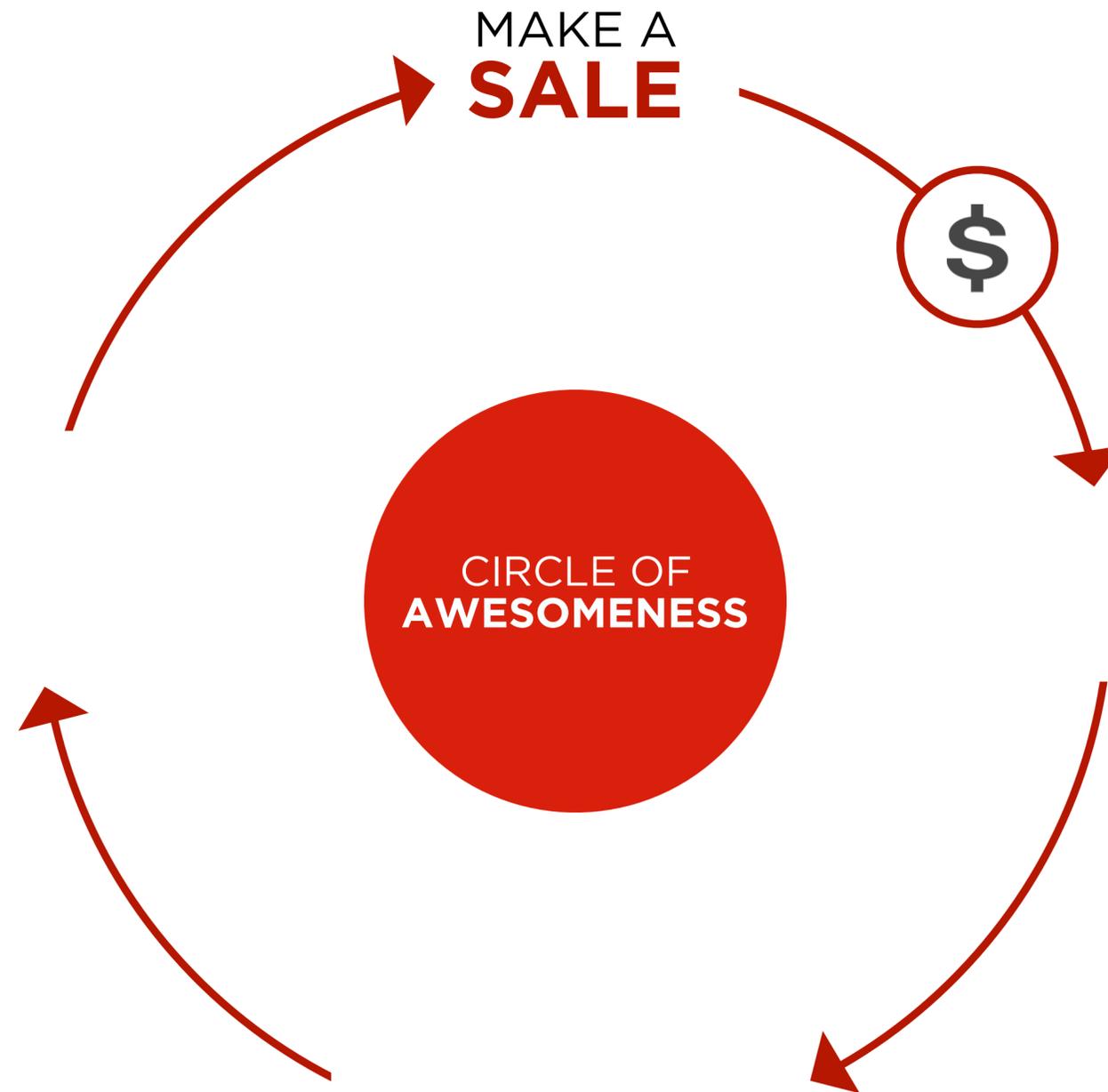
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Where do you leverage your stories?

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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Find Your Sweet Spot

Includes step-by-step process for finding your unique SWEET SPOT and guide you to finding your most PERFECT CLIENTS!

Get it now: <http://freelanceonfire.com/clients>



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Special Bonus-Today Only!

Complete the simple 2-question survey and get a
Free 20-minute coaching call with Mat.
Ask Mat your toughest freelance questions.



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Q & A



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