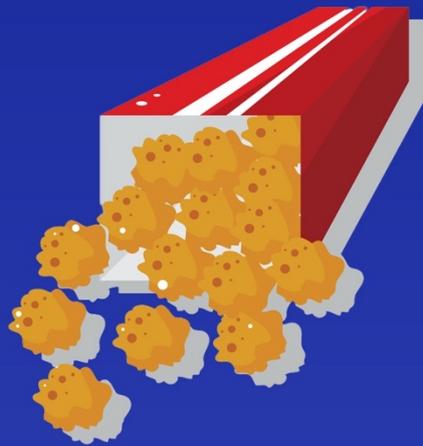


# 80 / 20

## FREELANCING



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**QUICK, ACTIONABLE FREELANCING ADVICE  
FOR BEGINNERS WHO DON'T WANT TO WASTE TIME**

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# Quick Intro

Thank you for making the investment in this eBook.

My goal is to equip you with the skills and mindset necessary to become a successful web designer/developer, 80/20 style.

When I started freelancing, I struggled. I would have loved for someone to just create something that was easy to go through and would equip me with actionable knowledge.

That's the reason behind creating this eBook – to help you improve your web design skills and help you get better results with your clients or personal projects.

If at the end of the eBook, and after acting on what I suggest, you feel that it has not helped you, please email me and I will refund you.

This eBook is actionable and to the point, but don't think that fewer pages means less quality.

What would you prefer:

247 pages where you have to try find the nuggets or ~50 pages where you can start a nugget factory?

Let's start your "nugget" factory!



# Contents

This eBook is split into 3 main sections:

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## STARTING

# Answering Common Questions (Fast)

You have a lot of foundational questions.

I'll answer them.

## Do I have to register a business?

At some point, yes. It's very beneficial to do this.

Every country has different rules and regulations, so if possible, do speak to a Professional regarding this.

My (non-legal opinion) is:

- If you have money, then pay a Lawyer/Accountant to register a business from the start.
- If you don't have money, just get a few clients in your personal capacity, then pay a Lawyer/Accountant to register a business.

## What about VAT/Sales Tax/GST?

This is important. I got screwed for a lot of money last year due to bad tax advice.

It's wise to get advice from an Accountant on this.

One small (non-legal advice) 'loophole' to make it easier:

Use Gumroad.com – create your service and sell it to your client. Gumroad handles all the relevant Sales Tax, so you have complete peace of mind.

## How do I get paid?

It's easy for some countries, and challenging for others.

As a general answer, you can use:

PayPal, TransferWise, Payoneer and/or Direct Transfer (EFT).

## **Can I get international clients?**

Yes. Just make sure you confirm the tax requirements for doing so.

## **How much money do I need to start (at the minimum)?**

The more you have, the more you can advertise.

I started with a big negative bank balance. It's possible to start with almost nothing, but you do need to invest in hosting for websites at least. The rest (getting clients) can be done manually.

So, however much hosting is for a few websites. Call it \$10 - \$30. Around there.

## **What hardware and software do I need?**

You don't need a MacBook. All you need is a decent laptop with internet.

Don't have either? Go to an internet café or work as a waiter (I did) and earn some cash to invest in this.

We'll discuss a few tools and software you can use as we progress.

## **I'm an introvert and I hate sales. Will that affect me?**

I sucked at sales at first. It's normal. Your first few client experiences will be terrible.

You need to be prepared for this and for rejection.

So, yes. It will affect you, but only at the beginning. You will get over it.

That's how you learn and improve.

# Mindset and Expectations

There are going to be times when:

- You want to give up
- You feel overwhelmed
- You don't know what to do
- You think you got a client and you lose the deal



Don't give up at the X. Too many people do.

This is NORMAL. The question is, how are you going to react to all of this?

Give up?

Then don't waste your time reading further and get a refund.

If you're ready, and willing to take action, then embrace this and have the mindset of a winner to push through all of this.

We ALL come from different backgrounds with different resources and environments.

Whether it's a lack of finances, massive debt, no time, kids, etc. you need to push through and work towards your goal of earning a side or full-time income through freelancing.

The other thing to mention is that to some, freelancing comes easy, but for most, it takes time.

You might take a few weeks or a few months to get your first client, but it does get easier the moment you get a few.

Keep pushing. I can only provide you with the knowledge and strategy.

I can't take action and apply it for you. You can do this ❤️

## Minimum Skills Needed to Start

All you need to know is how to create websites. When you know how to do this well, you are ready to start freelancing.

That could be HTML and CSS or a CMS like WordPress or WebFlow.

I know many freelancers who earn great incomes without knowing JavaScript. It's NOT a requirement to freelance successfully.

Is it helpful? Yes. Is it a requirement? No.

What matters is that you just know HOW to create websites. Not WHAT you use.

## What services can you offer as a freelancer?

It's easy to offer once-off web design services, but I think there's something better.

Offer web design services AND marketing services.

Yes, you can offer maintenance and hosting packages, but most of the income lies in monthly marketing services.

Here's why I recommend offering web design AND marketing services:

- It helps you avoid the 'Valley Incomes' of one month you earning a great salary and the next month, you don't have a client, so your income goes to zero.
- You're providing a full-service package to clients.

The best solution to this is a monthly recurring income, and you can get this by offering marketing services.

What type of marketing services? These:

- SEO
- Designs
- Email Marketing
- Content Writing
- AdWords Management
- Social Media Management
- Social Media Ad Management

I'll use an example of what we do:

Getting large \$10k web design projects are awesome.

But what we do is better.

In big web design projects like these, where we can easily charge \$10k, we charge \$5k.

Then we charge around \$1.5k for monthly marketing services.

Do the math: Once-off \$10k OR  $\$5k + \$1.5k = \$23k$  for the year.

Our largest client pays us almost \$5k each month, and we started off with this strategy, increasing our fee and offering more services as he got better results.

Can you see the potential?

*"But I don't know marketing"*

The solution to that is easy:

Learn marketing and do it yourself OR outsource it.

You can learn marketing on YouTube, Google or Udemy – helpful resources are at your fingertips.

Not interested in doing the work? That leads us to outsourcing tasks.

# Outsourcing

Outsourcing is what helps you grow and focus on more important tasks or to step back and chill.

You get paid for a task and you pay someone else to do it for you (at a profit).

We have a small full-time team of 5 people with a few contractors. This allows us to focus on the bigger picture and not do most of the boring tasks or struggle with things we don't know well.

Whether you're looking for someone to write content, design infographics or manage ad campaigns for a business you manage – all of this can be arranged.

There are millions of freelancers around the world you can partner with and outsource tasks to.

Don't think 2D. Think 3D about solving problems. Almost every task can be outsourced. Remember this.

So, where do you start?

Look on Hubstaff Talent, UpWork, Fiverr or RemoteWork.io

Then test 2 or 3 people you feel meet your requirements.

Give them work to do.

Then decide on the best one.

Don't overcomplicate or overthink this. It's really that simple.

## How to make outsourcing profitable

I will discuss a few examples and pricing later on in this eBook, but for now, let's briefly touch on outsourcing.

Obviously you need to make outsourcing profitable for you.

You can't charge a client \$500 for X and the person you outsource the task to charges you \$500.

It needs to be worthwhile for you and worth your time.

Depending on the task, you could make either 30-100%+ profit of what the client pays you.

Let's say it's article content writing (which is very good for SEO).

You could charge a client anywhere between \$75 to \$500+.

A decent 1,000 word article will cost you around \$50. Really good, professional quality articles go for \$100 to \$200 (depending on the niche).

So, if it costs you \$100, charge the client around \$200 or \$250. That means you profit around \$100+ for hardly doing any work.

An example of what we do for most clients:

We offer Professional (well-researched) SEO Articles for at least \$375.

It includes an Infographic Design (basically a summary image) which we design in-house.

But, even if we were to outsource the design and the article, it costs us \$150.

We pocket at least \$200+ for doing nothing (and most clients have a few articles each month).

Yes, it might sound "small", but do this for multiple clients, and it starts adding up.

That's essentially what outsourcing is.

Wrapping up, there are millions of freelancers in third-world countries who for \$800 - \$1,500, will work full-time for you.

If you're in the US, this might seem like nothing, but to someone in the Philippines or Romania or some Asian countries, it's really a decent income for them.

Utilize this incredible resource available. It's a win for them, and a win for you.

So, as your freelancing business grows, consider growing your team to part or full-time jobs like these.

HubstaffTalent.com and VirtualStaffFinder.com are great places to look for someone.

Regardless of the task, just make sure it's profitable for you, then scale it.

## STRATEGY

You've got an understanding of the fundamentals and the bigger picture.

Now, let's get into the exciting part: getting clients.

There's a lot that goes into it, and many channels out there.

I'll start with:

## Freelancing Platforms

My top recommendation is your own portfolio website (we'll get into that later), but there are plenty of platforms you can try as well.

Freelancing platforms are not for everyone, but it's worth a try and it does work for many freelancers.

It worked for me on Fiverr.

- I offered a Web Design Analysis Report where I critiqued their website for \$5.
- Then I upsold them to a \$100 Wireframe (a visual design of a website).
- Then I upsold them to a \$1,000 Website.
- Then I upsold them to a Monthly Marketing Retainer.

One client resulted in 8 websites, a monthly marketing retainer of \$1,000 and referral clients, and he's still with me today, after almost 5 years.

It worked, even when everyone told me "it's too saturated."

So don't worry about what you hear. Try this strategic approach and see what happens.

Here is a simplified list of platforms to try:

Fiverr, TopTal, UpWork, RemoteOK, HubStaff Talent, EmployRemotely.

## Your Portfolio Website

Most portfolio websites are really bad.

If you're looking to get clients, most businesses don't care about your pet and your hobbies.

This is a list of what they care about:

1. How you can help their business grow and get more sales.
2. Point number 1.

Stop with this knowledge skills %:

- JavaScript – 73%
- HTML – 94%
- CSS – 85%

And the random, copy-paste calculator projects.

It's not helpful. These metrics are completely arbitrary and relative.

Replace it with this:

- "I help coffee shops get more customers."
- "I help businesses increase their sales online."
- "I help digital entrepreneurs sell more courses."
- "Focus on running your business, while I focus on growing your business."
- "Your mobile website is costing you sales. Let me show you how to fix this."
- "Last year, I helped my e-Commerce clients double their revenue. Ask me how."
- "I helped X Client triple their revenue in 3 months. Let me help you do the same."

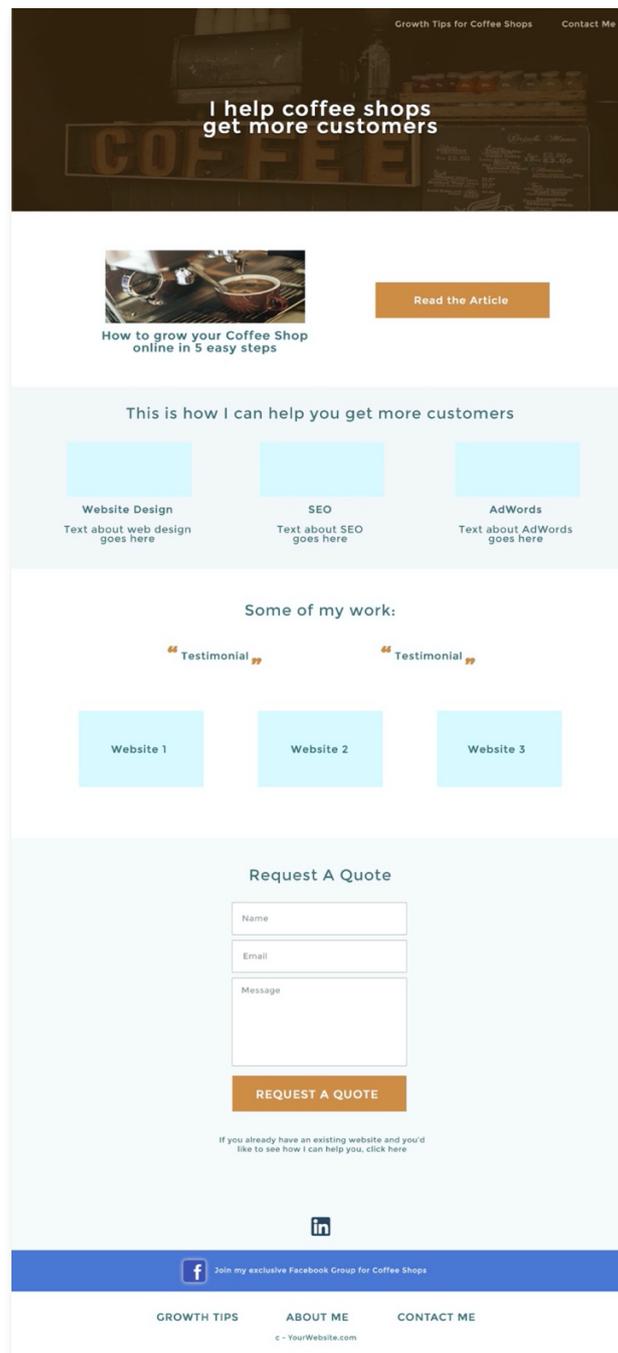
A successful portfolio answers:

HOW, WHY, WHAT and WHERE

- A clear benefit heading (**HOW** can you help the client?)
- Client testimonials and case studies (**WHY** they should work with you)
- Example websites (**WHAT** you've done)
- Clear Call-to-Action (**WHERE** they can contact you)

You should think like a business owner – what would you like to see if you were hiring a freelancer?

This is a very simplistic wireframe of a portfolio website that ticks the boxes:



## 🔥 Bonus Portfolio Tips:

### Add a blog

Get articles written by someone else if you can't write well. Have article topics on how they can grow their business, why a conversion-centred website is crucial to their success, how investing in marketing can get a good return on investment, etc.

### Add a Facebook Group

You can always create a Facebook Group (on your niche). Post helpful content, promote it, and hope your ideal target client joins. Then pitch your services.

### Download free eBook

You can write a free eBook or get one written and let your client download it. This creates even more credibility and establishes you as an expert – another differentiator to help you stand out from the crowd.

### Watch a Webinar

If you're good in-front of the camera, shoot a video series your prospective client (someone who is a lead) can watch. Add value for free, then pitch your services.

### CTA examples

In this case, the Call-to-Action is a quote request, but there are many options you can go with:

- Hire me/us
- Work with us
- Call me Back
- Schedule a Free Call
- Get a Free Website Analysis Report

Make it obvious. Way too many portfolios don't even have a simple and easy contact CTA.

**I don't have any experience. I am completely new to freelancing. What can I do to gain experience?**

Clients want to see what you've DONE.

Not what you say you can DO.

Here are simple, tried-and-tested approaches that work to get experience:

### **Friends and Family.**

Too many beginner freelancers overlook this. Just let your family and friends know you're a web developer and you want experience, do they have any paid (or free) project you can do for them.

### **Low Pitch Offer**

You are a complete beginner, your confidence level is low. Charge a low price, just to get the client.

That could be \$50 or \$500 depending on where you're from.

I get into HOW to get clients further down in the eBook, but for now, just focus on offering your services for a really low price.

### **Free Offer**

If you pitch clients and they say no or you're too expensive, offer to do it for FREE in exchange for a testimonial.

Some will still doubt it, but others will agree to it.

- Only offer your services for free if they decline to pay you.
- Only do this until you have 2 or 3 projects and testimonials – then get paid projects.

### **Example Projects**

This is where you buy a domain and create an example website.

Remember, clients want to see examples of your work.

Real client projects are first priority, but a close second, is example projects.

You can either code it from scratch or use an existing theme from Themeforest or a template from Divi, Oxygen or Elementor.

Don't overcomplicate it. It's really this straightforward.

Now, you add these projects to your Portfolio, along with client testimonials, and you're good to grow 🌱🌳

Done! Let's move on:

# Positioning and Niching Down

Position and Niching Down are very similar, so I grouped them together.

What is it?

You're essentially saying YES to only a FEW clients and NO to the MAJORITY.

You're fishing in a lake, where everyone else is fishing in the ocean.

This means you're tailoring your services (web design + marketing) to a specific client industry.

Let's think this logic out further.

You're an Attorney. You're looking for someone to design a website for you and handle your marketing.

Who would you hire:

- A generalist (someone who works with any client) who has created 20 websites for random business and charges \$3,000.
- A niche agency specializing in Legal websites and marketing who has created 20 legal websites and charges \$4,500.

Yes, you'll always get the cheap clients, but in this case, you would be foolish not to proceed with the specialist (even at a premium).

Here are some great examples of niching down:

- Bizango.net → Authors
- PaperStreet.com → Lawyers
- SEOPlumber.net → Plumbers
- OuterBox.com → eCommerce
- SmileMarketing.com → Dentists
- JennieLakenan.com → Life Coaches
- PerfectPatients.com → Chiropractors
- AdvisorWebsites.com → Financial Advisors

Most of these examples have a team behind them. They're all great and profitable niche examples.

We focus on 3 niches:

- Generalist Agency – Any general clients that are worth our time.
- Medical Niche – Clients within the medical niche.
- Therapy Niche – Clients within the therapy niche.

Combined, it generates a decent income each month and covers most of our salaries.

## The Benefits of Niching Down:

- Specializing in a niche gives you a higher chance at becoming a recognized expert and it places you in a better position to charge more for your services.
- You spend less time looking for clients. Instead, they come to you.
- You can demand higher prices than generalists.
- Niching down increases your perceived expertise.
- Niching down lets you personalize your messaging.

Some developers who have a lot of experience always say they don't niche down, but look at their clients – most will be massive corporates with large budgets.

That seems like a niche to me 😊

## Answering Common Questions Relating to Niching Down:

### How to choose a niche:

You need to consider one aspect or a combination between:

- Desire/Interest/Passion (Enjoyment factor)
- Your Experience (If you have experience working with them)
- Opportunity (Money to be made)
- Time/Effort Input (Professional niches require more effort)

These points are self-explanatory, but I do have a tip you can use to determine if your niche is worthwhile from a monetary perspective.

The bottom line is your pricing for a Bakery will be less than a Lawyer, which means you need more Bakery clients for it to add up to a decent monthly amount.

Let's say I thought of targeting Nutritionists in the US. Here's how you figure out their budget:

1. Go to PayScale.com
2. Type in the Job Title
3. Then it will show their Average Annual Salary

In this case, it's around \$47,000 per year.

Divide it by 10.

$$\$47,000 / 10 = \$4,700$$

This is the amount they can/should spend on Marketing expenses each year.

Which is around \$400 per month.

Compared to a Clinical Psychologist, their monthly spend is around \$700.

A Lawyer is around \$1,000+ per month.

Note that these are estimates and it's only intended to be a rough guideline.

Obviously there are exceptions to this, like if it's a massive Bakery Factory, so use your discretion and common sense.

Another factor to consider is if it's a group of people.

Let's say Lawyers, Doctors, Nutritionists, Psychologists, etc.

They often have shared expenses, and if they would like to grow the business as a whole, together, then factor this in as well.

If it's 3 members, then you'd just times the individual amount by the number of members.

Now remember, there's no real right or wrong here.

If it's a "small" amount, that just means you need more clients for it to add up to a nice monthly income.

Smaller niches generally also mean clients are easier to please.

Professional niches are great as they have a bigger budget, but they are often more difficult to work with (especially at the beginning).

So keep this in mind.

### **Where do I get niche ideas?**

- Craigslist
- Driving Around
- Yellow Pages/Yelp
- Small Business Boards
- Random Google Searches

### **How to decide on a domain name:**

Don't overcomplicate it. I mean look at LG (Life's Good). What a random name for an Electronics Company 😊

A name can always be changed in the future.

- You could use a play-on words
- Add 'Marketing', 'Growth', 'Websites', 'Rocket' in the name

Try stick to a .com or .net domain TLD as much as possible, otherwise use Geo-Domains like .co.uk or .ca or .com.au

### **Should you present yourself as an agency or do in your own name?**

Both can work, but I always prefer the agency feel (not your personal name or something).

It's down to preference, but most freelance businesses have the agency feel and if you ever decided to sell your freelancing business one day, I find it's easier to sell if it's not your personal name.

### **I can't decide on a niche**

Start out as a Generalist, then niche down in the future.

Your benefit header can be something like:

"Focus on running your business, while I focus on growing your business."

Niching down is challenging at first, but it gets better then longer you're in your niche.

It's helps you stand out from the millions of other developers entering the generalist freelancing space.

### **Final Takeaway:**

What separates you from others who create websites?

Can't answer?

Then don't expect your prospective client to choose you over someone else.

Get this right... and you will close more deals and get more clients.

Niching down is a step in the right direction.

## **Pricing Your Services**

Before we go into a few pricing strategies, we need to be on the same page about what you're pricing.

You're not just offering Web Design and Marketing, you're essentially providing a solution to a problem that could potentially increase their sales.

Everyone else just sells a "website".

You're providing a real solution to a problem.

You can't just accept a small amount or focus on being the cheapest, just to get the deal.

Here's the fact:

**MOST freelance developers UNDERCHARGE for websites.**

Have you ever thought what the difference is between a \$1,000 website, \$3,000 website and an \$8,000 website?

Or why the same freelancer can charge \$1,000 5 years ago for the same website that they charge \$5,000 for today?

Experience?

What if it's nothing technical and just confidence?

The truth is that in most cases, very little differentiates a cheaper website from a more expensive website (within reason).

High earning freelancers do this well:

- They don't position themselves as a commodity, but rather as an expert
- They write winning proposals
- They bundle their services
- They communicate effectively
- They add value to the project and over-deliver
- They charge a premium price for a premium service, even though it could be done much cheaper by someone else

## **Clients don't always go for the cheapest option**

W. Poundstone's book, *Priceless*, covers an interesting experiment selling beer.

A group of people were offered 2 kinds of beer: premium beer for \$2.50 and cheaper beer for \$1.80.

Almost 80% chose the premium beer.

After this test, a third super bargain beer was added as an option for \$1.60 in addition to the previous two. Now 80% bought the \$1.80 beer and the rest bought the \$2.50 beer. Nobody bought the cheapest option.

On the third test, they removed the \$1.60 beer and replaced it with a more expensive \$3.40 beer. Most people chose the \$2.50 beer, a small number \$1.80 beer and around 10% opted for the most expensive \$3.40 beer.

Takeaway: stay away from being the cheapest option.

To get straight to it, these are the main ways to charge for a website:

- Hourly
- Project-Based
- Value-Based

## Hourly Pricing

Take your desired annual income and divide it by the hours you'd like to work in a year (keeping in mind vacation days).

It might look something like this:

Working 37.5 hours a week:  $\$75,000$  (desired income) / 1,950 hours =  $\$38.46$  per hour.

So you might charge  $\$45$  per hour in this case.

## Project-Based

This is when you estimate the hours you will work and add a buffer to it.

It might look something like this:

You estimate the project will take you 50 hours.  $\$45$  (hourly rate) x 50 hours =  $\$2,250$ .

So you might charge  $\$3,000$  (includes a  $\$750$  'buffer' amount).

## Value-Based

This is when you charge your fee based on the potential return the business can make after using your services.

This is my preferred method for pricing projects.

Before I get into the details, and as a reminder, we need to understand that you're not just selling a "website" – you're selling a solution to increase business sales.

Once you understand this, you'll understand the value behind it.

Here's why I like Value-based pricing:

- You don't sell hours (like everyone else does) – you sell results (or the potential results).
- There's an incentive to stay up to date with the latest technologies, software or tools to make your job easier and to become more efficient.
- It allows you to really create something amazing and not to worry about going over the client's desired budget.
- There are no hidden financial surprises to clients. You take all the risk in delivering the project within the total cost you've informed the client about.
- You can work with less clients and provide a better service because you are often earning significantly more.

On the other hand, here's why I don't like Hourly billing:

- It discourages efficiency. It's in your best interest to drag on a project. Why finish it in one hour when you can bill for five? Why buy a plugin or code snippet to save time when you can bill for that time?
- Most client disagreements are always disputes about payment. Proving you were working or why you took so long, etc. The admin hassle and stress, even with tracking software, is not worth it.

Yes, it does work for a lot of people (mostly only those who charge large hourly rates), but for the most part, I prefer Value-based pricing.

Here's how to determine a Value-based price:

The main thing you need to do is to figure out *how much the site is worth to the business*.

Example:

A business sells 3D Printers and they want a website.

The 2 main things you need to know is:

1. How much the average 3D printer sells for.
2. How many 3D printers the business sells every month on average.

With this information, and after looking to see if I can make improvements (from their website to their marketing) I'd be able to figure out how much to charge for the project.

- So if the business sells an average of ten 3D printers at an average of \$2,000 each per month (\$20k sales per month).
- I calculate that I could potentially increase sales by 30% every month (based on experience or research of improvements).
- That equals to an extra three sales per month (or \$6,000).

Now it's important to present this potential return over 12 months to price anchor your fee.

I then calculate that even if we only work on just 2 extra sales per month, their sales increase adds up to an extra \$48,000 per year.

Then you take around 10% of this value and that is your price to work from.

Therefore, spending around \$5,000 once-off for the website to potentially increase sales by almost \$50,000 in one year is a no-brainer.

Makes sense?

This pricing principle applies to marketing services as well.

You ask how much your prospective client is currently spending per month, how their results are, if you see potential for ads and website pages, then base your pricing off of this.

I've often started on a low monthly marketing fee and as the client gets results, offer more services and increase the marketing fee.

### **How Can You Be So Sure The Business Will Achieve Success?**

There's no guarantee... but after analysing the business and following the steps above, I can get a pretty good idea about if I can increase sales for the business. If I am confident about it, I go ahead with the proposal. Otherwise I will politely decline and say I am not able to help them improve their sales.

## What If The Business Owner Doesn't Tell You Their Sales Figures?

For medium to large businesses, I've never had an issue with them telling me as I explain I am not just doing a website, I want to improve sales and in order for me to know that I need to know the current sales (and I'm willing to sign a non-disclosure form). For large corporations, you can understand why they might not share this data with you. In this case, although it's not advisable, just guesstimate based on how many units they sell on average per month.

## What If I Only Know How To Make Websites?

You can still do well by just creating the website and not any digital marketing things for the business. I just recommend it as I find it easier to get clients with this knowledge and I've seen it work many times in the 'real-world'.

As mentioned before, it's also a great way to earn a retainer income and it helps you control the process, from start to finish.

## How to Price Marketing Services

You want to earn \$2,000 on the side each month.

- Get 4 clients paying you \$500 per month.
- Get 2 clients paying you \$1,000 per month.
- Get 1 client paying you \$2,000 per month.

You want to earn \$5,000 each month.

- Get 5 clients paying you \$1,000 per month.
- Get 2 clients paying you \$2,500 per month.
- Get 1 client paying you \$5,000 per month.

Offer: Design, infographics, websites, PPC, SEO, social media, content writing.

Anything you don't know, outsource.

Create packages based on your niche and your experience.

If you're a complete beginner, start with packages between \$250 - \$1,000 per month and increase it as you gain more experience.

It might look something like this:

*Always provide 3 pricing options. More details on this in the Proposal section.*

**Option 1 – Total \$400:**

- Content Writing (1x Blog Article) – \$250
- Weekly Social Media Posts – \$150

**Option 2 – Total \$900:**

- Content Writing (2x Blog Articles) – \$500
- Infographic Design (for 1x Blog Article) – \$350
- Weekly Social Media Posts – \$150

**Option 3 – Total \$1,950:**

- Content Writing (3x Blog Articles) – \$750
- Infographic Design (for 1x Blog Article) – \$350
- AdWords Management (up to \$5,000 for your account) – \$450
- Daily Social Media Posts – \$400

Rough outsourcing fees if you would not like to do it yourself:

- Content Writing - \$80 per article
- Infographic - \$100 (you can easily design on Canva yourself)
- AdWords Management - \$150
- Social Posts - \$50+

This is just an example. There are more services you can offer and as your experience improves and you get better results for clients, you should increase your fees.

Adapt the proposals to your client's marketing budget.

If they are new in business, or if you feel they have a limited budget, just straight out ask them what their total monthly marketing budget is.

If they say \$500, then create a custom option.

If they say \$5,000+ then create a custom option.

This is one of the first questions I ask clients. You don't want to be wasting your time if they don't even have any marketing budget available.

The more you have allocated, the more you can do with it.

## Charging for Hosting

Some clients we manage hosting for, others we don't. Either option can work.

Charging a client for hosting can add up to a good side income, but it does come with its negatives.

If you have 5 clients paying you for hosting and their websites are down due to server issues, you can expect a call from all 5 of them.

So yes, they pay you, but it does come with its own admin issues.

If you're willing to accept that, then all you do is sign up for a Reseller Hosting package on any reputable Hosting Provider.

Could be Hostinger, Dreamhost, Bluehost, etc.

Whatever you're charged (annual and monthly), you need to charge your client more, so you make a profit.

Let's say you're charged an average of \$8 per month. You could charge your client \$15 or \$20 or \$25+.

Depends how confident you are, experience and knowledge of fixing any potential bugs quickly.

Don't underestimate starting small.

Most of our long-term and biggest clients now, started on smaller monthly marketing retainers.

Pricing is more like an Art with a lot of gut feel, experience and guesstimates than it is a Science.

The more you do this, the better you get.

So don't worry about perfecting it right from the start. I'd encourage you to work towards Fixed Pricing and Value-Based Pricing.

# How to Get Clients (Marketing)

So many freelancers focus on “getting clients”, but the focus should instead be on getting the “right clients”.

As cheesy as that may sound, this can make all the difference.

Who are the “right clients”?

- Clients who you are passionate about helping.
- Clients who see value in your services and pay you accordingly.

Nobody wants to work with a client who doesn't pay, has a lot of demands, and treats you like they own you. And yet, this is exactly the type of clients many freelance developers attract.

So, how do you change this?

## Marketing and Branding

To get the right clients, you have to market yourself the right way.

We already discussed Niching Down, Your Portfolio and Pricing.

Now, let's move on to using this to get “the right” clients.

Besides telling your friends and family you can create websites for them, these are the best outreach strategies to try:

- Google Ads
- Facebook Groups
- LinkedIn Outreach
- Freelance Platforms
- Manual Outreach

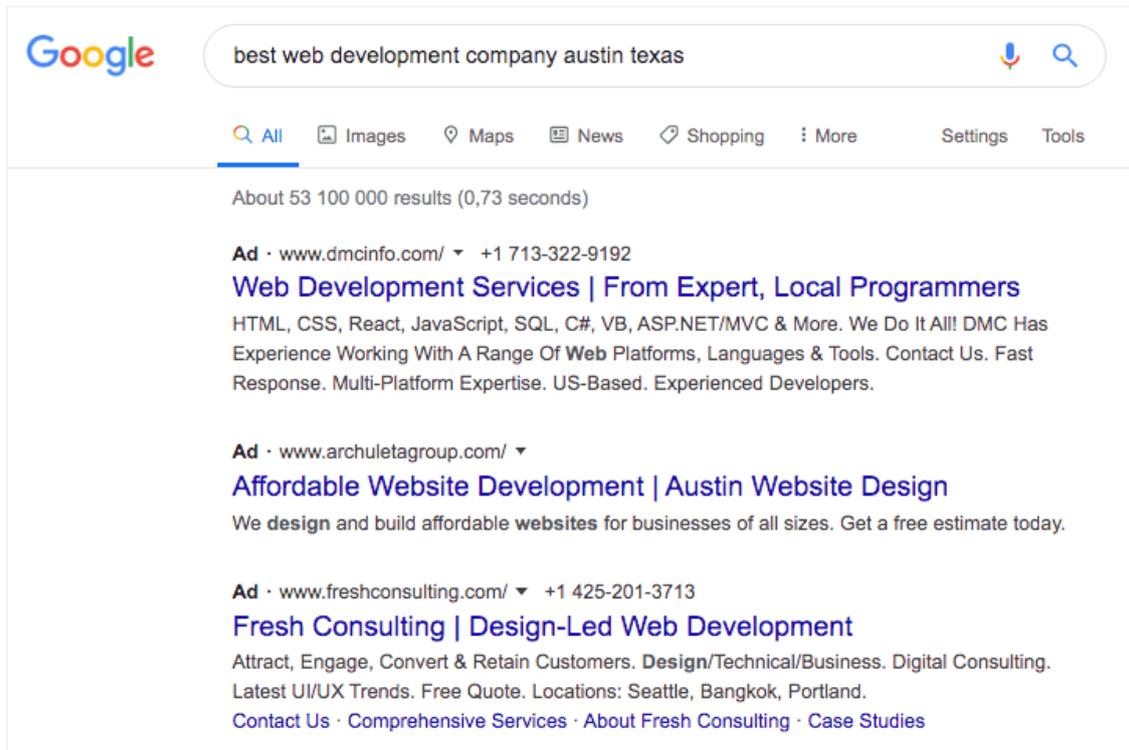
Now, in the long-term, clients will come to you because of your reputation or referrals – these are great and often easy clients to work with.

But to get to that point takes more effort and time.

**Here are a few practical ways to get clients:**

## Google Ads

Google AdWords is an effective tool to get your first client. It's the ads that you see on top of the search results:



You pay every time your ad is clicked on.

The average Cost-Per-Click is \$1 - \$3+ depending on the industry competitiveness.

If you're selling a website for \$500+ would you be willing to spend \$50 to close a deal with a client whom you can potentially upsell with marketing services?

Absolutely. What about spending \$300? Probably not.

You have to decide how much you're willing to pay in relation to what you can potentially earn.

Search terms you should consider to bid on are:

- "web design agency"
- "web design services"
- "freelance developer"
- "freelance web designer"

Also remember that Web Dev Agencies also search for freelancers at times to assist with projects, so it's good to show on relevant "freelancer" terms.

### **Bonus Tip:**

Make sure to add Negative Keywords like:

"courses", "ideas", "inspiration", "jobs", "learn" (so your ads don't show up with these words) and remember to target your desired locations only.

To succeed in Google AdWords, you need to target the right audience, have a high converting landing page, structure the campaign properly, and more.

The learning curve is steep, especially to learn it well, but it's worth your time. I like it a lot because it not only helps you get clients, but you can also offer it as a service to your clients, so you get a monthly retainer income.

My top learning recommendation is the *Google Ads Course by Isaac Rudensky* on Udemy.

## **Facebook Groups**

Not a lot of people realize how powerful Facebook groups can be as marketing tools. And that's partly what makes it so appealing.

There are two ways to use Facebook groups to sell your services:

1. Join existing Facebook groups of your target clients.
2. Create your own Facebook group and add your target clients as members.

### **1 - Join Existing Facebook Groups**

The idea here is joining a Facebook group where your target clients are members of and adding value by commenting, answering questions related to websites or your other services, giving suggestions, etc.

For example, if your target client is business coaches, you can search for groups related to this niche.

Join as many of them as you can, introduce yourself, and start adding value by engaging with them.

If you do this consistently for a few months, they will recognize you as someone who is helpful and can add value to their community.

Avoid directly selling your services the first time or every single time you engage because it will come off as spammy.

You have to give value first before they trust you enough to want to know more about your services.

Once you become a trusted member, then you can introduce your services to them. Sometimes you won't even have to initiate it because as you help people out, they will begin to trust you, become curious, and ask you for help.

It sounds so simple, but it works.

In fact, a student from *The Complete Freelancing Bundle* used this strategy to get 8 clients in one month (so it does work).

## **2 - Create Your Own Facebook Group**

If there are no existing Facebook groups with your specific target clients as members or if your niche is too specific (e.g. limited to an area or a hyper-specialized niche), then create your own Facebook group and add them as members.

Creating your own Facebook group helps you build lasting relationships with targeted clients and positions you as an expert in the industry.

For example, if you're targeting business coaches in "X" city, add them to the group and begin adding value.

Write a post about clever marketing tips for business coaches or the top mistakes in websites of business coaches.

Here are some tips for your group:

### **Interact with your members**

Don't just comment or post when you need something from them. It's a community, and people want to build relationships,

### **Keep things interesting**

Maybe you can come up with a simple contest where they can win exciting prizes like a free landing page template. It can also be a chance to promote your services.

### **Establish group rules**

For example, forbid foul language or hateful speech.

### **Build a relationship**

Once you have a relationship with them, you can send a message or post occasionally to the group about how your services can help grow their business.

### **Be yourself**

People can tell if someone's not being genuine. Share your stories and let your personality show.

Don't be overwhelmed with the thought of creating and maintaining your own Facebook group. You don't need 1,000 members here. 100 is great. As long as it's targeted, you'll get results.

It may take months to get paying clients, but it will get better and more effective the longer you do it. Just focus on converting 2-3% of the members to paying clients and focus on consistently growing the group.

I've had a lot of students do incredibly well with this strategy.

By the way, this strategy also works for LinkedIn Groups, so you can duplicate the process there as well.

## **LinkedIn Ads**

If you know who your ideal client is, LinkedIn has a lot of potential for you to get clients.

One of the most effective ways to get the most out of it is to use LinkedIn ads.

Their targeting is accurate and it's where you get access directly to professionals, so if you can create an ad that gets their attention, you're on to a winner.

We use LinkedIn to get leads and the results have been very good.

Here is an overview of my suggestions:

1. Use LinkedIn Post Ads
2. Run the ads over a weekend
3. Try a lead-form ad and a landing-page ad
4. Create a funny ad, question ad and informative ad
5. Run it for a month, then use the best performing ad

Another often neglected strategy is to connect with 20-30 profiles of your ideal client every day.

Before you know it, you'll have 500+ connections and you can add value in your posts, then eventually reach out to them to offer your services.

They also look at your profile, so make sure your profile says something like:

- I help Life Coaches increase their bookings and book sales.
- I help Nutritionists get more clients.
- I help X get more Y.

The other approach is to use LinkedIn InMail (Message) Ads and target your ideal client.

Try different messages, but one message could be:

*Hi [name],*

*I was wondering if you knew your website isn't converting as good as it should be?*

*There are various things you can do to increase your leads and ultimately, increase your sales.*

*I'd love to chat and provide more solutions for you (at no charge).*

*Schedule a call here or reply with any questions.*

*Regards,*

*[your name]*

Or Message 2 – Example for a Nutritionist:

Hi [name],

I just read your article *Why Gut Health is Important*, and I especially loved the section on *Gluten-free eating*.

I've helped Jessica Smith from JS Health increase double her consultations within 6 months which led to her generating an additional \$55,000 in revenue.

I'd love to chat and see if I can help do the same for you.

When are you free for a quick call to discuss it further?

Regards,

[your name]

**Note:** the compliment has to be genuine, so don't be fake about it, it takes more time to research but I'd suggest you find something you can compliment.

If you can't speak from experience (helping others), then just remove that and the sentence below, and replace it with:

*I noticed your website can drastically be improved to get more bookings [insert outcome].*

*I'd love to chat about how I can help you with this.*

### **Bonus Tips:**

Use FindThatLead.com (this allows you to access emails on almost every website, including LinkedIn profiles).

Sign up for a free trial to Sales Navigator, a premium service from LinkedIn. If it works out for you, then definitely pay the monthly fee each month.

## Your Own Platform/Website

Having a blog and/or YouTube channel is a non-negotiable in my view.

Learn SEO (to rank it on Google or on YouTube) and create valuable content your target client would find helpful.

A great place to start is [Backlinko.com](https://backlinko.com)

Even when we neglected one of our agencies to focus on other business ventures this year, we got regular leads without any advertising, purely due to our website (and articles) ranking on Google.

The prospective client would search for things like:

“web design for [niche]”

“marketing for [niche]”

“SEO for [niche]”

“how to grow my [niche] business”

So if you rank on Google for these terms, expect a lot of (free) leads to come your way.

When the prospective clients land on our website, we pitch them 2 things:

1. A free eBook to download – they download it by adding their email, then we eventually pitch them our services.
2. Free Website Analysis Report.

Just work on the overall eco-system and create a good website, then promote it accordingly through your social channels, SEO, social ads (Facebook, LinkedIn, YouTube), and AdWords.

## Freelancing Platforms

This is not my preference, but it does work for some.

Try it, and if/where possible, try the Fiverr strategy I mentioned previously.

## Manual Outreach

This strategy involves more work than the others, but there's no getting around it.

You WILL get results if you contact hundreds of businesses and you adapt and refine your strategy.

Look for businesses in your niche here:

- Yellow pages/Yelp
- Google/Google maps
- Local online business directories
- Facebook (search your niche keywords)
- Local print media like newspapers and flyers

Let's say you're targeting Business Coaches in Australia.

On Facebook, navigate to the Pages section and search for "business coaches Australia"

Then go through relevant Pages and look for the following:

- Do they have a website? If yes, can you improve it?
- Do they show up on Google for their business?

If you answer no to both questions, that means they can benefit from your services.

Now it's time for you to sell it to them.

**It's a numbers game.** The more prospective clients you reach out to, the more chance you have of succeeding.

You can't contact 6 businesses and say it doesn't work.

There are a few ways to approach and contact a business:

1. Email (FindThatLead.com)
2. Phone
3. LinkedIn Connections (connect with your ideal clients)
4. Twitter
5. Instagram and Facebook
6. Website Contact Form

## Bonus Tips:

### The Instagram Strategy

1. Search for your targeted city or niche.
2. Look for business accounts/your ideal client.
3. View their profile and click on their website.
4. If it sucks on mobile, they need assistance. Pitch them your services via DM and email.

### Google Maps

1. Search for a term.
2. Look for businesses that are ranking badly on the maps, with bad reviews or hardly any reviews.

What does that mean for you?

These businesses need Local SEO Map assistance. Pitch them.

### Google Ranking

1. Search for a term.
2. Look for businesses ranking at the bottom of the 1<sup>st</sup> page and on the 2<sup>nd</sup> page.
3. They need to rank in the top 3 on the 1<sup>st</sup> page. Why? The top 3 positions on Google, on average, receive 75% of ALL clicks.

What does that mean for you?

These businesses need SEO assistance. Pitch them.

### Google Ads

1. Search for a term.
2. Look for businesses with Ads that can be improved (from Ad Copy/Words to random search terms they appear for that they shouldn't be.)

Let's say it's a Dentist in Cleveland, Ohio. Test to see if they have an ad showing in a different city. If they do, they're wasting money.)

What does that mean for you?

These businesses need Google Ads assistance. Pitch them.

**These 3 Google Strategies are GOLD-MINES.**

Here is a general message/email to send:

*Hi [name],*

*I just [insert compliment]*

*I've helped [insert what you've DONE for a similar business]*

*I'd love to chat and see if I can help do the same for you.*

*When are you free for a quick call to discuss it further?*

*Regards,*

*[your name]*

#### **Email Subject Line:**

- Idea for [Company/Person]
- Question for [Company/Person]

#### **Compliment:**

The compliment HAS TO be genuine, so don't be fake about it, it takes more time to research, but I'd suggest you find something you can compliment.

#### **What if you have no experience?**

Remove the sentence on "I've helped..." and "I'd love to chat..." and replace it with:

*I noticed your website can drastically be improved to get more sales [insert outcome].*

*I'd love to chat about how I can help you with this.*

#### **What about GDPR complaints?**

In general, GDPR is to avoid spamming. You're not spamming, you're going through every single business and customizing a message/email to them.

If they complain (there will always be a handful), just stop emailing them.

**These are all winning strategies to get clients.**

But what about after you've chatted to them, how do you close the deal?

That leads us to selling:

## **SELLING**

How do you make a \$10,000 Rolex look affordable?

You place it next to a \$50,000 Rolex.

That's called Price-Anchoring.

Same principle when presenting your proposal.

## **How to Write Winning Proposals**

Your prospective client asks you to provide them with a quote. So you just send them the quote, right?

Wrong.

If you did, you would be missing out on a massive opportunity here.

I'm going to walk you through:

- The Pre-Proposal Phase
- How to Create a Proposal
- Sending the Proposal
- Post-Proposal Phase

As a free bonus, I've included a Proposal Template (that we use) in your purchase. Just refer to the document titled '*80-20 Read This First*' for info.

The below will just walk you through everything.

## The Pre-Proposal Phase

Before you send the proposal, you need to know a few things.

Here are 10 questions to ask your prospective client:

1. What does your business do?
2. Who is your ideal target market?
3. What is the desired action you would like a website visitor to take?
4. What makes you unique from your competitors?
5. What is an average client/customer worth to your business?
6. How do you currently get new clients/customers?
7. How many clients/sales do you get on an average month?
8. Do you have professional images and a brand identity?
9. When would you like the project completed by?
10. Is there anything else you would like me to know about?

### Bonus Tip:

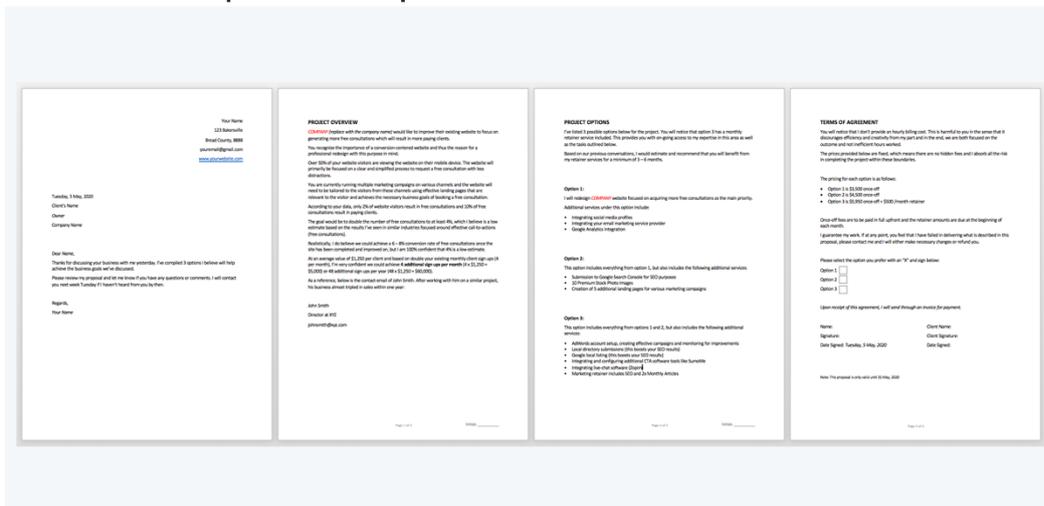
If you feel like the client has a very limited budget, you MUST ask them:

***“Do you have a budget set aside for this project and is it at least over \$xxx [insert your absolute minimum desired amount]?”***

This will then justify further questioning, and help you decide whether you should bother sending a proposal through.

Once you have all this information, you'll be able to create the perfect proposal.

# What is a Proposal Template?

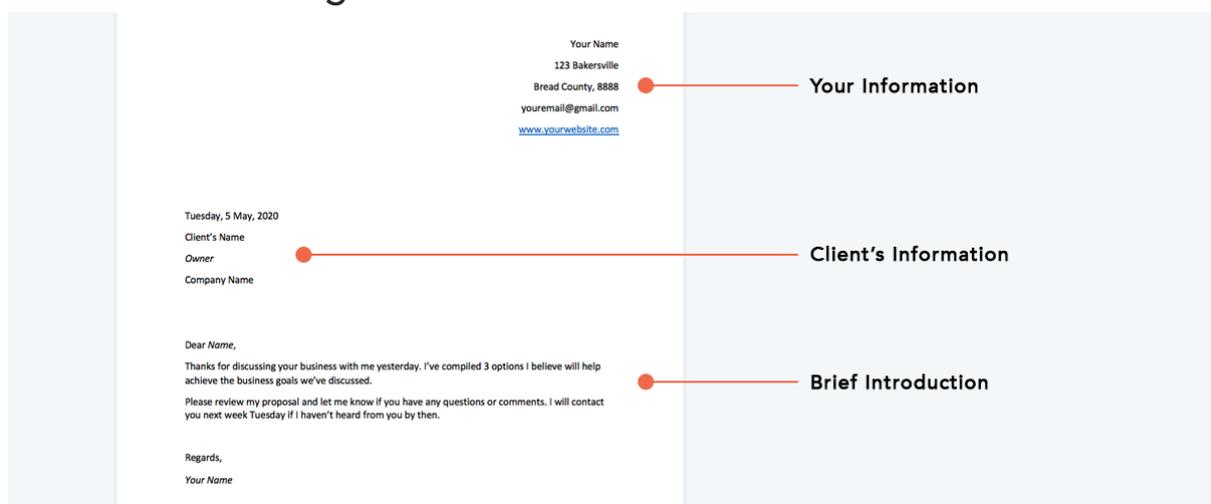


Think of it as a document you present to a prospective client after your meeting which includes the following:

- Intro/Cover Page
- Project Overview (what they would like)
- Quote Options (ALWAYS provide 3 options)
- Terms of Agreement (payment and delivery terms)

This document showcases that you understand the project, the business needs, and that you can provide the solution for them.

## The Intro/Cover Page



## Breaking Down the Project Overview

This is the MOST important aspect of the Proposal.

You need to focus on 2 key areas here:

1. Highlighting the Problem
2. Showcasing the Solution

## Highlighting the Problem

### PROJECT OVERVIEW

**COMPANY** (replace with the company name) would like to improve their existing website to focus on generating more free consultations which will result in more paying clients.

You recognize the importance of a conversion-centered website and thus the reason for a professional redesign with this purpose in mind.

Over 50% of your website visitors are viewing the website on their mobile device. The website will primarily be focused on a clear and simplified process to request a free consultation with less distractions.

You are currently running multiple marketing campaigns on various channels and the website will need to be tailored to the visitors from these channels using effective landing pages that are relevant to the visitor and achieves the necessary business goals of booking a free consultation.

According to your data, only 2% of website visitors result in free consultations and 10% of free consultations result in paying clients.

The first point to mention is the company's goal, so it's relatable:

*"...to improve your existing website to focus on generating more free consultations which will result in more paying clients."*

This shows that you and your client are on the same page. Now, we highlight current problem which is:

*"According to your data, only 2% of website visitors result in free consultations and 10% of free consultations result in paying clients."*

(You should get data from them beforehand. Ask them for their website analytics or just use common sense. Total Monthly Visitors / Number of Bookings or Sales = X)

What you are doing here is showing that there is a major problem that needs to be solved, which leads us on to the solution.

## Showcasing the Solution:

The goal would be to double the number of free consultations to at least 4%, which I believe is a low estimate based on the results I've seen in similar industries focused around effective call-to-actions (free consultations).

Realistically, I do believe we could achieve a 6 – 8% conversion rate of free consultations once the site has been completed and improved on, but I am 100% confident that 4% is a low estimate.

At an average value of \$1,250 per client and based on double your existing monthly client sign ups (4 per month), I'm very confident we could achieve **4 additional sign ups per month** ( $4 \times \$1,250 = \$5,000$ ) or 48 additional sign ups per year ( $48 \times \$1,250 = \$60,000$ ).

As a reference, below is the contact email of John Smith. After working with him on a similar project, his business almost tripled in sales within one year:

John Smith

Director at XYZ

Now it's time to provide a solution – how you can help the business achieve their goal.

### How do you know what the solution is?

This is where you need to equip yourself better to either speak from a position of **knowledge** or **experience**.

The best way to do this is to read case studies. You need to know examples or companies with bad websites and marketing and also examples of companies with good websites and marketing.

Let's say an insurance company comes to you and asks you to increase their leads through their website.

What you need to do is find out what they're doing right and what they're doing wrong which can be improved on.

For example, you might find in your research that adding a video to a "faceless" company creates trust and can increase form completions by an extra 5%.

Or maybe you find out that their information can be presented better, they need customer testimonials, their web page takes too long to load, or their marketing needs improvement.

Whatever it is, you need to know about it and the only way to do that is to read CRO (Conversion Rate Optimization) content.

A few recommended resources are CrazyEgg, Kissmetrics, DigitalMarketer, Moz, CXL and Nielson Norman.

With that said, and based on knowledge you gain or from experience, you tailor the solution accordingly.

In this case, a solution to the problem above may be:

*“The goal would be to double the number of free consultations to at least 4%, which I believe is a low estimate based on the results I’ve seen in similar industries focused around effective call-to-actions (free consultations).*

*Realistically, I do believe we could achieve a 6 – 8% conversion rate of free consultations once the site has been completed and improved on, but I am 100% confident that 4% is a low estimate.*

*At an average value of \$1,250 per client and based on double your existing monthly client sign ups (4 per month), I’m very confident we could achieve 4 additional sign ups per month ( $4 \times \$1,250 = \$5,000$ ) or 48 additional sign ups per year ( $48 \times \$1,250 = \$60,000$ ).”*

The last paragraph of this is crucial. What we are doing here is price-anchoring based on value.

We’ll discuss pricing in more detail soon, but the point is using the **Potential Return** and offsetting that against the **Price of the Project**, which we’ll cover in the point below.

# Explaining the Quote Options

**PROJECT OPTIONS**

I've listed 3 possible options below for the project. You will notice that option 3 has a monthly retainer service included. This provides you with on-going access to my expertise in this area as well as the tasks outlined below.

Based on our previous conversations, I would estimate and recommend that you will benefit from my retainer services for a minimum of 3 – 6 months.

**Option 1:**

I will redesign **COMPANY** website focused on acquiring more free consultations as the main priority.

Additional services under this option include:

- Integrating social media profiles
- Integrating your email marketing service provider
- Google Analytics integration

**Option 2:**

This option includes everything from option 1, but also includes the following additional services:

- Submission to Google Search Console for SEO purposes
- 10 Premium Stock Photo Images
- Creation of 5 additional landing pages for various marketing campaigns

**Option 3:**

This option includes everything from options 1 and 2, but also includes the following additional services:

- AdWords account setup, creating effective campaigns and monitoring for improvements
- Local directory submissions (this boosts your SEO results)
- Google local listing (this boosts your SEO results)
- Integrating and configuring additional CTA software tools like SumoMe
- Integrating live-chat software (Zopim)
- Marketing retainer includes SEO and 2x Monthly Articles

**Introduction to Quote Options and Suggestion (Option 3)**

**Option 1 is your Entry-Level Service**

**Option 2 is a Better Service**

**Option 3 is your Premium Service (the Option for Best Results)**

Always give 3 options to choose from.

I mentioned W. Poundstone's book as an example, which is great.

The Proposal Template includes the breakdown, but regardless of if the client says their budget is \$3k or \$5k or \$20k, you should always present 3 options.

Let's say they mention their budget is \$3k, then start your lowest pricing option from that price-point and Anchor-Price accordingly by adding more services.

In this case, it might look like:

Option 1 - \$3,000

Option 2 - \$4,500

Option 3 - \$8,000

Most clients never choose the cheapest option. They choose option 2 or 3.

This strategy has helped us upsell clients and see the value in our service offerings.

It also helps for long-term. They can always start with Option 1, but a few months into your services, if it goes well, you should upsell them to Option 2, and then Option 3.

## Terms of Agreement:

**TERMS OF AGREEMENT**

You will notice that I don't provide an hourly billing cost. This is harmful to you in the sense that it discourages efficiency and creativity from my part and in the end, we are both focused on the outcome and not inefficient hours worked.

The prices provided below are fixed, which means there are no hidden fees and I absorb all the risk in completing the project within these boundaries.

The pricing for each option is as follows:

- Option 1 is \$3,500 once-off
- Option 2 is \$4,500 once-off
- Option 3 is \$5,950 once-off + \$500/month retainer

Once-off fees are to be paid in full upfront and the retainer amounts are due at the beginning of each month.

I guarantee my work. If at any point, you feel that I have failed in delivering what is described in this proposal, please contact me and I will either make necessary changes or refund you.

Please select the option you prefer with an "X" and sign below:

Option 1

Option 2

Option 3

Upon receipt of this agreement, I will send through an invoice for payment.

Name: \_\_\_\_\_ Client Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Client Signature: \_\_\_\_\_

Date Signed: Tuesday, 5 May, 2020 Date Signed: \_\_\_\_\_

**Introduction to the Terms**

**Your Pricing**

**Payment Upfront Terms and Guarantee on Work**

**Option Choices**

**Signatures and Formalities**

The main point in the Terms is where you mention your Pricing.

Let's remember that we would like the client to go ahead with Option 2 or Option 3.

Option 2 should only be around 30-50% more than Option 1 as it makes this option look more appealing.

Option 3 should be 50-100% higher than Option 2, which also makes Option 2 (the middle choice) seem more reasonable.

If you're confident, you can offer a refund guarantee. If not, just remove it.

## Sending the Proposal:

Don't overcomplicate this part of the process.

Let your Proposal Template do the "talking" here. All you need to do is write a straight-forward email and attach the Proposal Template (PDF Version).

I like to mention exactly the same intro on the Proposal Template Cover Page.

Here is an example email:

*Hi [Client's Name],*

*Thanks for discussing your business with me yesterday. I've compiled 3 options I believe will help achieve the business goals we've discussed.*

*Please review my proposal and let me know if you have any questions or comments. I will contact you next week Tuesday if I haven't heard from you by then.*

*Regards,  
Your Name*

## Post-Proposal Phase

I'm surprised to see most developers don't do take full advantage of this phase.

You need to follow up after a week if you haven't heard back from them, and keep following up until you either get a YES or NO.

If the business says they're not interested (or no), then find out **why**?

Is your pricing too high? Are they not understanding your value? What is the reason they said no?

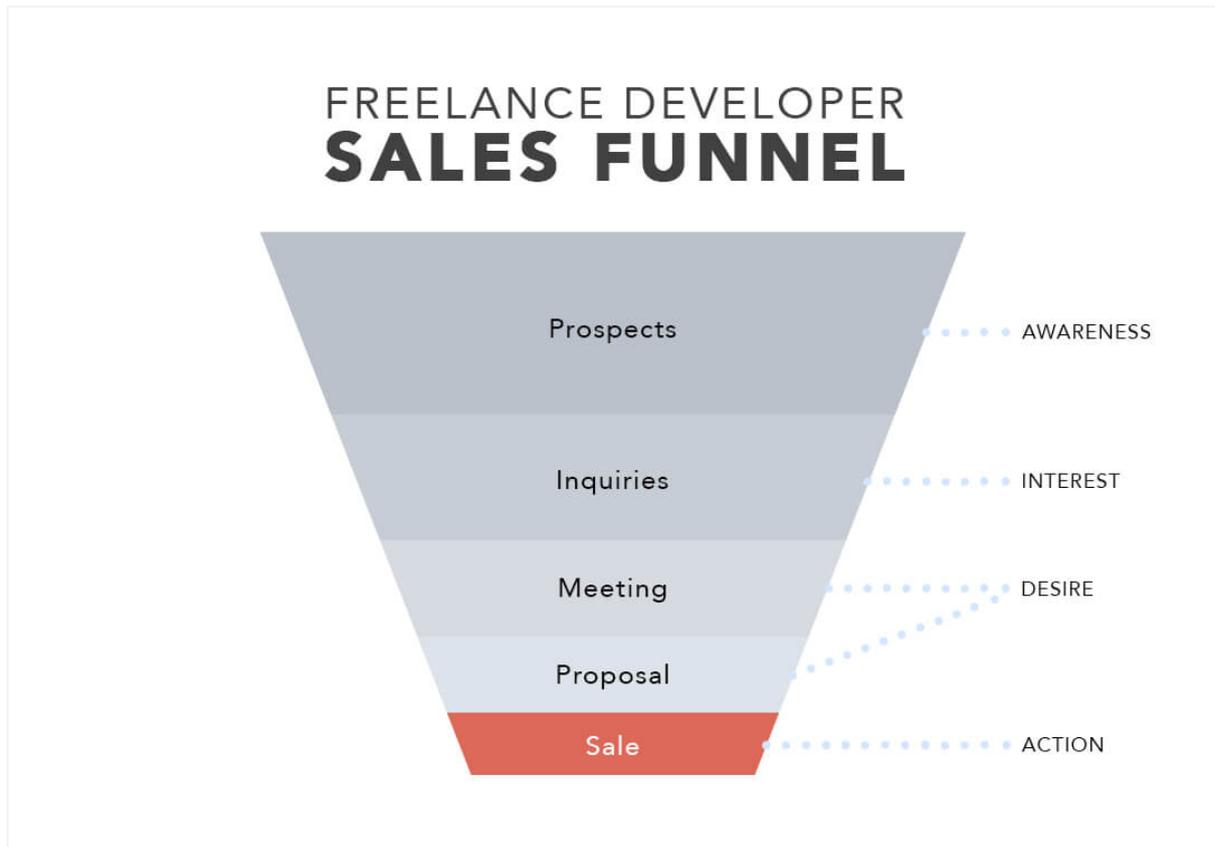
Find this out and adapt your proposals and communication accordingly.

## The Sales Funnel

If you've ever visited a website by clicking on a social media post or ad, you've entered a sales funnel.

A sales funnel is what million-dollar businesses use to get a steady flow of qualified leads that can potentially become paying clients.

This is what works for us:



Depending on your niche, experience, pricing and how the client found your services, you should get between a 2% - 30% conversion rate from a Prospect to a Sale.

This means that out of 100 leads, 2 to 30 should turn into clients.

### Example:

A Prospect from AdWords or Email Outreach will convert to a Sale less than 10% of the time.

A Prospect recommended from an existing client should convert to a sale more than 30% of the time.

One of the best ways to generate leads in the long-term is through Content Marketing.

This involves attracting website visitors using high-value content like blogs, videos, podcasts, e-books, whitepapers, and more.

Some content should be given in exchange for an email address which you can contact and let them know more about your services.

Important to remember:

**“Prospects” are just looking for information to solve their problems**

A business consultant who’s not sure if a website is really that important might search for “benefits of having a website for business coaches.” If you have a blog about this topic that shows up on Google, they will read it and decide if it offers enough value to be worth their time.

**People at this stage are also called “Cold Leads”**

They are not ready to buy because they don’t have any idea who you are, so don’t sell them anything just yet. They don’t trust you enough to buy from you.

**Make sure the content offers real value**

People can tell if something is full of fluff and offers no real value. Only publish content that is well-researched, thorough, well-formatted and will leave your desired client thinking “Wow, that was helpful!”

**If the content requires no registration, think of a way to get their email address**

For example, you shouldn’t require people to register before reading a blog. What you can do is use pop-up forms, offer a free email course or something valuable.

Other incentives for email sign-ups:

- A free eBook
- A free Checklist
- A free 30-minute consulting call
- A free Video Website Analysis Report

Once you get their email addresses, you can send them regular high-value content that will show them who you are, what you do, and how you can help solve their pain points. You can start selling your services in your third or fourth email.

The best part is you can automate these emails using tools like Mailerlite so it becomes a self-running machine that works 24/7 to bring you leads.

We do this for our agencies/freelancing businesses and it works really well.

### **Bonus Tip:**

The more people see your brand, the more likely they are to become a client.

Besides for what we discussed above, the best way to do this is through Retargeting.

What is Retargeting?

If you've ever visited a website and then saw ads about that product or website again on a different website - that's retargeting.

How do you retarget your website visitors? You can use Google Display Ads and/or Facebook Ads.

It's quite a process to setup, so I'm not going to go in detail – that you can research on YouTube or take a Udemy course, but just make sure you're doing this (for your business AND your clients' businesses).

## **Handling Client Objections**

What will you do when you're trying to sell your services and clients don't say yes?

Give up and move on to the next client lead?

If you do, your pipeline will soon run dry.

Client objections are inevitable, but the key to overcome them and close the sale is to come prepared with techniques and strategies on how to overcome these objections like a pro.

Most client objections can be grouped into the following 2 categories:

1. Lack of budget
2. Lack of perceived need for your service

## **1. Lack of budget**

*"It's too expensive." or "I can get it done cheaper."*

Any concerns regarding cost, budget, or ROI fall into this category. Clients are worried about the cost often because they're not sure if it's worth the risk, or they're not sure what makes your service worth the higher cost than a competitor's.

They're seeing it as an expense and not as an investment.

Your job is to justify the cost by showing the value of what you have to offer, and to show them it's a necessary investment.

### **How to handle it:**

Ask them: *"Is pricing your only differentiator when deciding on something like this?"*

They will reply with: *"XYZ..."*

You then reply with: *"You will always find someone offering a lower price, but if you're looking for someone to get you results, you get what you pay for."*

They will reply with: *"XYZ..."*

You then reply with: *"To help assist with your budget, I usually always do 100% payment upfront, but I can consider doing 50% upfront, 25% next month, and the remainder, the following month."*

If they don't agree with this and they are still fussy, don't go ahead with them and move on to the next prospective client.

## **2. Lack of need**

*"I don't see why I need this."*

This is when a client expresses doubt about whether they need your services. In short, it's a knowledge problem.

They need to understand how and why a website, plus marketing services, are beneficial to them.

### **How to handle it:**

If you're experienced, it's easy, you can just mention how you helped other businesses and their results.

If you're a beginner, say this:

*"Perhaps I could explain what this might mean for your business.*

*You can have the best website in the world, but if nobody knows about it, it's not fulfilling its purpose, and that's where marketing comes in.*

*You don't just want clients, you want the RIGHT clients – and that's exactly what marketing helps with. Marketing requires strategy and there are various approaches and channels to try.*

*The services I'm offering are a combined strategic approach to improve your website and to get targeted traffic to that website, that results into more sales.*

*If you're still uneasy, we could do a trial period with X services for 3 months?"*

The more objections you get, the better you get at handling them, but these tips can help you close more clients.

## **Upselling Your Clients**

Upselling simply means pitching more services to an existing client.

### **Why should you do this?**

It helps your client get even better results and you can also earn more monthly income.

### **When should you upsell them?**

Give it 3 months. Only IF your client is getting results, then pitch them more services.

## How do you do it?

An example would be a client who starts off paying \$500 /month for an SEO Article and Social Media Posting.

Let's say they're starting to see better results after 3 months, you should pitch them more services like an additional SEO Article with an Infographic, Social Media Ads and Google Ads.

## Here's an example email:

*Hi [name],*

*As you can see from the recent monthly report, your bookings have started to increase, which is a promising sign.*

*I do see a lot more potential if we were to proceed with additional marketing services.*

*I would suggest adding these marketing channels from next month:*

- *Additional SEO Article*
- *Google Ads (Managing up to \$1,000 for your account)*
- *Social Media Ads (Managing up to \$1,000 for your account)*

*A fee of \$950 [insert your fee] will apply for the above.*

*I believe that we will see even better results, much sooner, with this addition.*

*Please let me know your thoughts and if you have any questions?*

*Regards,*

*[your name]*

# Conclusion

Thank you once again for your investment.

Johannes and I hope you found value from this eBook, now it's time to take action!

If you can spare a minute, please do consider leaving a rating on Gumroad, this helps a lot.

I'm on Twitter if you have any questions, feedback or suggestions: @study\_web\_dev

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