

HOW TO MARKET YOURSELF AS A FREELANCER

WORDCAMP 2016

Goals for this presentation

Make more money

Get better clients

Be more fulfilled

Short story

Product Design (UX and UI for tech companies)

I've been lucky enough to work with HubSpot, Inbound.org, Neil Patel, Sujan Patel

Freelancing = Multiple Hats

Client work (writing, coding, consulting, design, etc)

Learn new stuff (skills + mindset)

Marketing

Admin work (contracts, invoices, taxes, setup, etc) These are all processes, not events. It's better to set time aside for each one.

The good and bad news: you are the only one responsible.

How do you want to play?

Easy

Normal

Hard

Marketing 101: You are the Product

A shitty product with great marketing = mediocrity at best

Keep learning – dooh

Things to update:

Technical Skills

Communication Skills

Project Management

Marketing/Sales/Negotiation

The benefits of focusing on a niche

Everything it's easier: You learn faster (skills, tools, industry)

You become relevant faster

You can become an authority

You can expand from that niche, in time

How to choose the niche: You're good at it, you like it, you feel it (gut reaction)

Small enough to be easy to break through Big enough to reach your financial goals

Easy Marketing Formula

Marketing website + Relevant Traffic = Leads

Leads + Quick Follow up = New Clients

Marketing myself is intimidating. Where do I start?

- Don't market yourself. Nobody wants to hear about you, except your mother and your friends. You're not Justin Bieber, get over it.

Switch the focus towards your clients

- Who are your clients?
- What are their problems and pain points?
- How are they solving their problems?
- How much are they willing to pay?
- Where do they hangout?
- What do they care about?

The #1 reason clients will buy or don't: trust

Is this person going to provide the right solution for me or will I get burned?

Marketing eisberg

How do you create trust: marketing website

- Photo + Bio
- Testimonials (from similar clients) – social proof
- Portfolio
- Services description
- Authority (Blogging, Vlogging, Interviews, Awards, etc)

Looks does matter

Take a headshot with a professional photographer

Clean up and update regularly your web properties, social profiles and other websites (what you did 5 years ago may not be cool anymore)

The structure of a great portfolio

Share the whole story, not just the results. Show the raw, messy, details behind it

Structure example:

Initial state of the client

Pain points, how did they struggle, how much money they were losing

Your solution

Implementation

Results

Testimonial

Are testimonials still valuable? Yessss.

- Problem explained on client's language
- Why did they choose you
- Expectations
- What happened
- Who would they recommend you to

How do you get testimonials? Ask for it! Send them a question for each point above. Do a phone or a skype call > record them > transcribe > edit & clean up > get approval > publish.

How do I get relevant traffic on my site

Blogging, Vlogging, SEO, Ebooks, Books

Guest blogging, interviews

Professional communities (Quora, Forums)

Social Media (Facebook, Instagram, Linked In, Twitter)

Rule no 1: offer lots of value (from client's standpoint, not yours). Focus on a specific problem with each piece of content.

Pick one or two and go deep with it. Offer real value, try new stuff, take risks.

Don't buy into clickbait titles and FOMO marketing - you need to do X.

How do I get the first clients before doing all that stuff?

Hustle

Offer value before you get anything back

Create a killer pitch – give them the solution upfront

Do an audit or teardown of their current solution

Do spec work

Reach out directly to the cofounders (Twitter, mail)

Why Hustle? Some parties are invitation only, you need to be one of them to get it. Or hustle your way into.

Why do I need to Hustle?

Some parties are invitation only. The only way to get in is to hustle.

Economics of hustling:

Right now you bill 80 hours / month at \$20 / hour = \$1600

Hustling, month 1: 60 hours * \$20 / hour = \$1200. 20 hours spec work

Hustling, month 10: 80 hours * \$50 / hour = \$4000 . 10 hours spec work

Stuck?

- Get a Coach / Therapist / Mentor
- Surround yourself with people who are doing it already
- Hang out offline

- War of Art & Do the Work – Steven Pressfield

Final thought

Give more than you take

And you'll get way more back

People to learn from

Brennan Dunn

Sean Wes

Paul Jarvis

Thank you!

- If you need any help, mail me: cgavriliu@gmail.com and I'll share with you everything I know