

VALIDATE YOUR PRODUCT WITH **PRESALES**

Even before you've grown a big list.

Matt Inglot, Freelance Transformation



HOW I VALIDATED MY COURSE BY PRE-SELLING \$4,500

And the 4 things that worked really really well.



START BUILDING AN AUDIENCE

and higher-paying projects, work less, and get rid of the stress



Win Freelance Clients: Get the Free Course



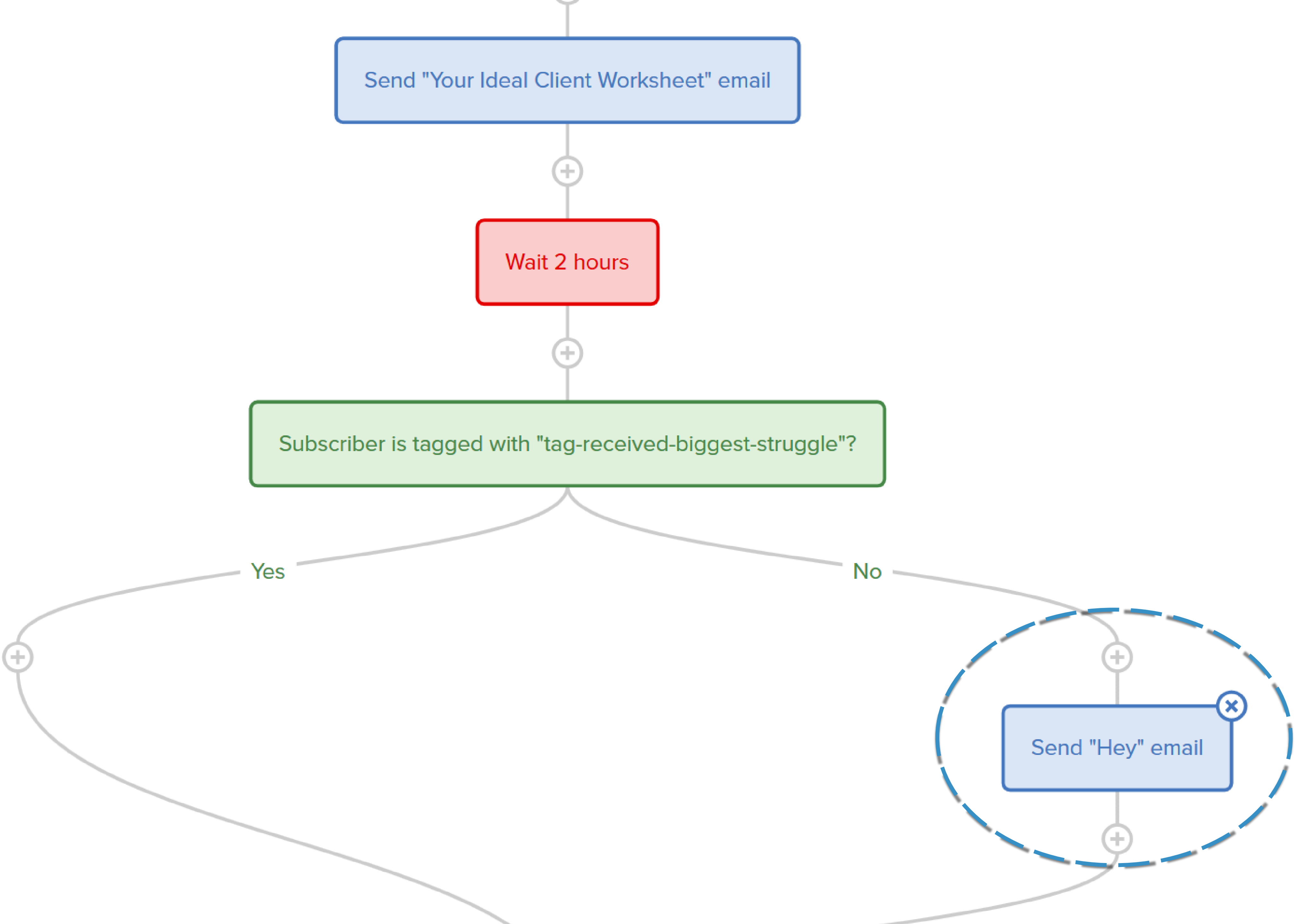
Your Email

GET ACCESS

You can unsubscribe anytime and your email will not be sold or shared. I hate spam too!

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THE MAGIC “BIGGEST STRUGGLE” EMAIL



Subject: Hey

A couple hours ago I sent you an email with the link to access your ideal client worksheet.

Quick favor?

Will you hit reply to let me know I sent it to the right place?

And while I have you, what is the biggest freelancing issue that you're struggling with?

_FT	Re: Hey		7/4/16
_FT	Re: Hey		7/2/16
_FT	Re: Hey		7/1/16
Inbox	_FT	F	6/29/16
_FT	Re: Hey		6/24/16
_FT	Re: Hey		6/20/16
_FT	Re: Hey		6/19/16
_FT	Re: Hey		6/18/16
_FT	Re: Hey		6/15/16
_FT	Re: Hey		6/14/16
_FT	Re: Hey		6/14/16
_FT	Re: Hey		6/14/16
_FT	Re: Hey		6/14/16
_FT	Re: Hey		6/13/16

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**I GOT ON THE PHONE
(OK, SKYPE)**

Subject: Re: Hey

Would love to chat more to learn about your points below.

Do you have 30 min to jump on Skype or phone?

I'm working hard on material for helping freelancers get started so this is exactly what I'd love to know.

My calendar is here: <http://www.calendly.com/matt-inglot/30min>

**TALKING TO PEOPLE
WORKS!**

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**BUILD A WEBINAR
TARGETING THE
MOST-ENGAGED
SUBSCRIBERS**

Don't miss today's call SENT

Jul 13, 2016 at 5:00am

A broadcast email that was sent on July 13, 2016. A total of **50 subscribers** received it.

[Dashboard](#)

[Settings](#)

54.0%

EMAIL OPEN RATE

14.0%

CLICK-THROUGH RATE

0.0%

REPLY RATE

0.0%

CONVERSION RATE

Is freelancing really possible for me? (private invite) SENT

Jul 12, 2016 at 11:51am

A broadcast email that was sent on July 12, 2016. A total of **58 subscribers** received it.

[Dashboard](#)

[Settings](#)

67.2%

EMAIL OPEN RATE

15.5%

CLICK-THROUGH RATE

0.0%

REPLY RATE

0.0%

CONVERSION RATE

Welcome!
The Presentation is About to Start

1

Find Your First 3 Ideal Freelancing Clients

Matt Inglot
Freelance Transformation Host & Micro-Agency Owner

2

"What is the big struggle with finding clients?"

3

Freelancing isn't just for your weird uncle who lives on a sailboat in a Caribbean tax haven.

4

"53 million Americans are doing freelance work."

2014 Independent Study by Freelancer's Union

5

6

THE FREELANCE SUCCESS GAP

7

Questions I Hear ALL THE TIME

- "I don't know how to find clients"
- "How do I actually approach clients?"
- "Are there better options than competing on Upwork?"
- "I don't know how to start"

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Why Freelance?

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Why Freelance?

- Choose the work that you do.
- Spend time with the kids.
- Work from home.
- Be location independent.
- Control and even increase your income.
- Earn extra money on the side.

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Quick Agenda

- "Am I ready to freelance?"
- Three critical ingredients to a successful freelance business
 - Where does one actually find clients?
 - Why are job boards not necessary?
- A chance to work with me, without purchasing a coaching package.

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"Am I ready to freelance?"

"Do I need more practice with Photoshop, CSS, PowerPoint, Ruby, <endless list of skills>?"

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"But I'm not an expert!"

"It is not necessary to be the best—just better than a small target number of your prospective customers."
— Tim Ferriss

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MY CLIENTS STILL LOVED ME!

<3

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The 3 Critical Ingredients of a Successful Freelance Business

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#1. Sell a Solution: Be Laser Focused on Solving the Problem that Clients Want to Solve

This is true even if you want to target "small businesses", and the problem does NOT have to be complex.

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Universal Business Problems

- "We need more sales"
- "We need new customers"
- "We need to be found online"
- "We need to sell more"
- "We need to reduce expenses"

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#2. Go Where Your Clients Are and Help Them

Impossible to Not Get Work this Way

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Easiest Places to Find Clients

- People in your network already know them (you have a network I promise)
- Local business events
- Industry associations ← gold mine
- conferences that your clients go to.

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Pretty Easy Places to Find Clients

- Facebook Groups and other online communities
- Call or even walk into specific businesses (eg. home builders)
- Speak at small specific events that your clients are attending (NOT your peers)
- Call specific businesses (eg. home builders)

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Fancy Tactics Are NOT Needed

30

Job Boards Like Upwork Sure as Hell Aren't Needed Either

Yes they can work, but most freelancers get psychologically DESTROYED by them.

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#3. Focus on Creating Repeat Clients

The Most Financially Devastating Mistake that Freelancers Make

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Creating Repeat Clients

- Find clients who stand to benefit a lot from you.
- Build a trust-based relationship.
- Become an advisor to the client rather than an order taker.

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The 3 Critical Freelancing Ingredients (RECAP)

- Sell a Solution to a Problem
- Go Where Your Clients Are
- Focus on Creating Repeat Clients

35

So what's missing and why do so many freelancers not "get it"?

The Step-by-Step!!!

36

Get Personal Step-By-Step Help Finding Your First Three Freelance Clients

Your Private Invitation to the Freelance Start Pilot Cohort.

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Freelance Start Pilot Cohort

- Painstakingly Detailed Lessons
- Clear Action Steps for Every Module
- Weekly Group Accountability Calls
- Office Hours: Receive Live One-on-One-Help from Me through the Entire 2 Month Course
- Email Me Anytime.
- Private Facebook or Slack Group

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Freelance Start Pilot Cohort

- Identify your ideal clients: How to align your skills with a specific business problem.
- Find clients: The shortest paths to finding these clients locally OR remotely.
- Close the deal: meetings, proposals, pricing, and getting a YES!
- Earning repeat work: the secret to not constantly selling.

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Pilot Cohort Tuition

In exchange for your feedback...

- Tuition is heavily discounted: \$500 for all the lessons, group accountability, personal instruction, etc. Compare to \$895+ base tier on launch.
- Failure is NOT an option: 60 day money-back guarantee.

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Freelance Start: Find Your First 3 Ideal Clients

<http://freelancetransformation.com/pilot>

\$500 and a guaranteed spot until July 15th

Course begins August 8th.

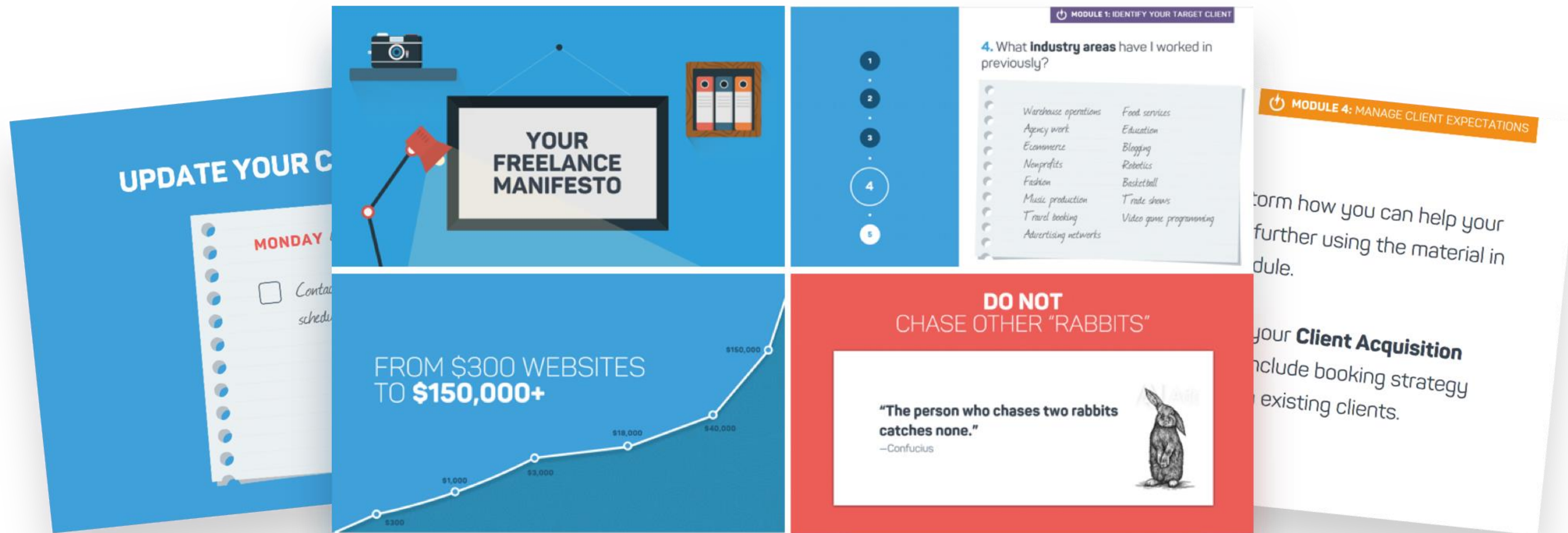
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PROFIT

9 STUDENTS
\$4,500 IN SALES

FREELANCE START



UPDATE YOUR C

MONDAY

Contact
schedu

YOUR FREELANCE MANIFESTO

MODULE 1: IDENTIFY YOUR TARGET CLIENT

4. What **Industry areas** have I worked in previously?

<input type="checkbox"/> Warehouse operations	<input type="checkbox"/> Food services
<input type="checkbox"/> Agency work	<input type="checkbox"/> Education
<input type="checkbox"/> Ecommerce	<input type="checkbox"/> Blogging
<input type="checkbox"/> Nonprofits	<input type="checkbox"/> Robotics
<input type="checkbox"/> Fashion	<input type="checkbox"/> Basketball
<input type="checkbox"/> Music production	<input type="checkbox"/> Trade shows
<input type="checkbox"/> Travel booking	<input type="checkbox"/> Video game programming
<input type="checkbox"/> Advertising networks	

MODULE 4: MANAGE CLIENT EXPECTATIONS

form how you can help your
further using the material in
dule.


your **Client Acquisition**
include booking strategy
existing clients.

FROM \$300 WEBSITES TO \$150,000+

\$300	\$1,000	\$2,000	\$18,000	\$40,000	\$150,000
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DO NOT CHASE OTHER "RABBITS"

"The person who chases two rabbits catches none."
—Confucius





THANK YOU

Slides & resources available here:

FreelanceTransformation.com/microconf

Want to connect?

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