

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



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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.”

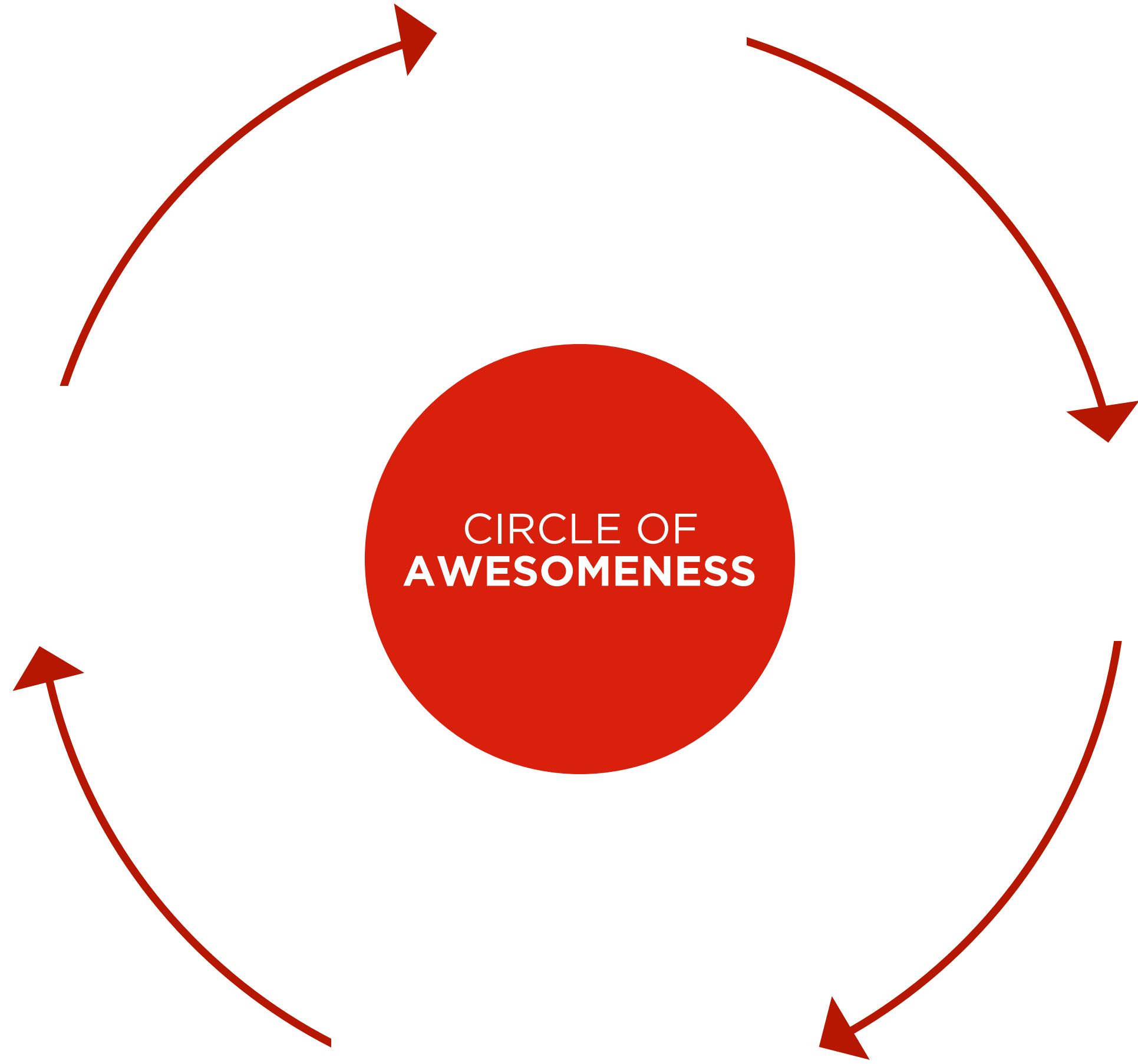
Kayla Weers



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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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Q & A



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ON FIRE

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