

EBOOK

PRICE
\$7.99

The Freelancer's Guide to Getting Clients: Prospecting to Closing

v1.0.0

A practical, step-by-step guide for freelancers to consistently land high-quality clients. Covers prospecting, pitching, networking, portfolio building, and closing techniques with actionable templates and scripts.

Type: eBook Version: 1.0.0 Downloads: 0

\$7.99

PRICE	VERSION	DOWNLOADS	RATING
\$7.99	1.0.0	0	—

Key Features

Chapter 1: Prospecting

- › Define your ideal client profile (industry, size, budget, pain points).
- › Use LinkedIn advanced search to find decision-makers.
- › Create a list of 50 target clients per week using tools like Hunter.io or Apollo.
- › Warm outreach strategy: Engage with their content before pitching.
- › Cold email template: Subject line: [Specific problem] + [Your solution]. Body: 3 sentences max, value-first.

Chapter 2: Networking

- › Attend 2 virtual or local events per month (e.g., Meetup, Eventbrite).
- › The 3-2-1 networking rule: 3 questions, 2 listens, 1 value statement.
- › Follow-up template: Reference a shared interest, offer a free resource.
- › Build referral partnerships with complementary freelancers.

Chapter 3: Portfolio Building

- › Case study structure: Problem → Process → Results (use numbers).
- › Include 3 diverse projects showing different skills.
- › Add testimonials with specific outcomes (e.g., 'Increased sales by 30%').
- › Create a one-page PDF portfolio for quick sharing.

Chapter 4: Pitching

- › Research the client's business before every pitch.
- › Pitch framework: Hook (pain point) → Insight (your unique approach) → Outcome (ROI).
- › Use a pricing table: Basic, Standard, Premium options.
- › Send a video Loom pitch for higher engagement.

Chapter 5: Closing

- › Discovery call script: 'What's your biggest challenge with [topic]?'
- › Objection handling: 'I understand your concern about budget. Let me show how this pays for itself in 3 months.'
- › Proposal template: Executive summary, scope, timeline, pricing, next steps.
- › Follow-up sequence: Day 1, Day 3, Day 7 (add value each time).
- › Close with a clear call to action: 'Reply to this email with 'Yes' to start.'

Bonus Templates

- › Cold email template
- › LinkedIn connection request
- › Proposal outline
- › Testimonial request form
- › 30-day client onboarding checklist

What's Included

- ✓ Full-length digital book (PDF)
- ✓ Actionable templates & scripts
- ✓ Step-by-step framework
- ✓ Real-world examples
- ✓ Instant digital download

Specifications

FORMAT	PDF (Digital Book)
DIFFICULTY	All Levels
COMPATIBILITY	Any PDF reader
DELIVERY	Instant Digital Download

Requirements

No special requirements. Instant digital download.

