

Top 11 Takeaways

1 Getting better clients provides an **indirect solution** to many common freelance business problems.

2 To get better clients, you need to take your freelance business through **six stages**:



3 Reaching designated **milestones** demonstrates competence and mastery of each stage.

4 Milestones for the **clarify stage** are:

- Uncover your **sweet spot**
- Define your **best strategic positioning**
- Draft a powerful **internal value statement**
- Write **website copy** that clearly communicates your value
- Internalize an **elevator pitch** you can deliver naturally.

5 Milestones for the **reprogram stage** are:

- Understand the “Better Clients” **mindset**
- Develop **habits and routines** that help you grow
- Develop a clear set of **values and standards**
- Develop a **decision-making process** that’s aligned with your values & standards
- Identify and clarify your **WHY**.

6 Milestones for the **prospect stage** are:

- Determine the right mix of **inbound and outbound marketing**
- Develop your marketing mix for **outbound prospecting**
- Create a **prospecting plan** and schedule you can follow consistently
- Turn prospecting into a **habit**
- Track your progress and make adjustments.

7

Milestones for the **attract** stage are:

- Publish an irresistible **lead magnet**
- Deploy an **email collection** method
- Create a front-end **productized service**
- Decide on (and deploy) your **traffic-generating marketing mix**
- **Drive targeted traffic** to your website.

8

Milestones for the **convert** stage are:

- Implement an effective and efficient **prospect qualification process**
- Develop a **master fee schedule**
- **Price and present** your services strategically
- Employ an effective **follow-up process**
- Negotiate and **address objections** with confidence.

9

Milestones for the **optimize** stage are:

- Nurture **longer-term prospects**
- Get more **repeat business**
- Land profitable **retainer agreements**
- Sell high-profit **service packages**
- **Scale your business** without adding complexity
- Reduce and **prevent burnout**.

10

Use the accompanying **self-assessment** to find out where you are in each of these stages and where you should focus your efforts.

11

Take **small, deliberate action** every week. Schedule it as you would a doctor's appointment.