


freelance notes

Dont sell skills, sell the services

How to define services :

How to define your service



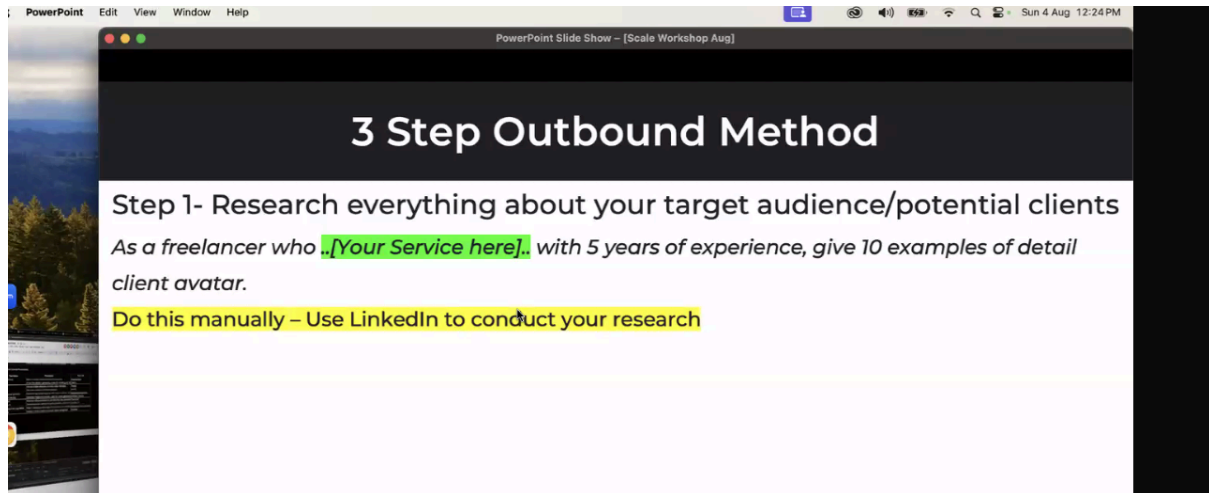
- **Skill:** Web Development
- **Skill as a Service:** Building custom websites
- **Services that Generate Results:** Developing websites that enhance user experience and drive conversions

How to define your service

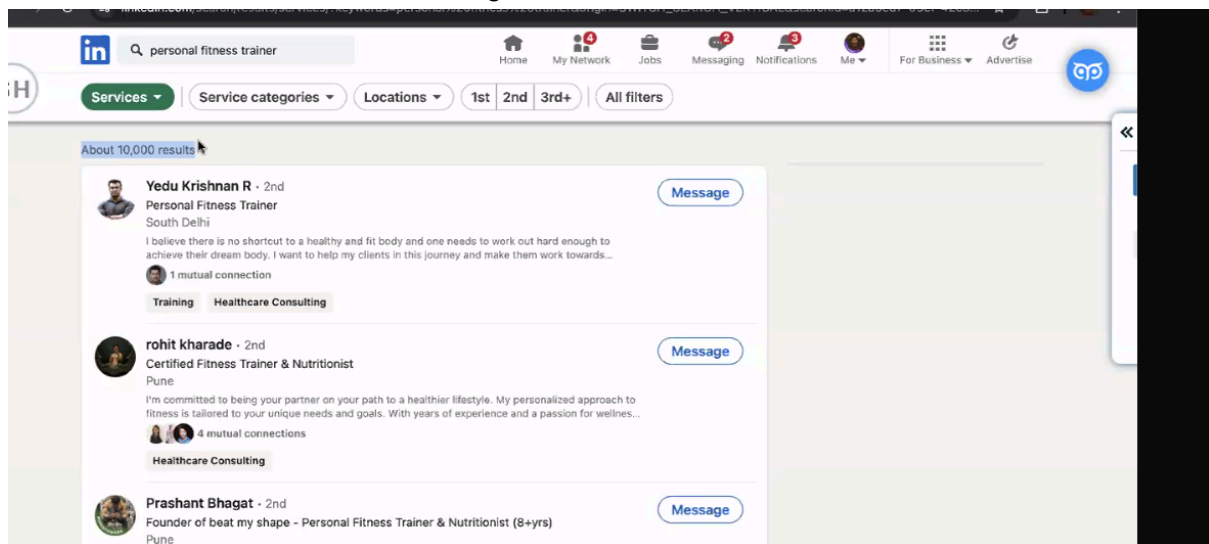
- ✗ Hey, I'm selling social media management.
- ✓ Hey, I can help you grow your Instagram followers.
- ✓ Hey, I can help you manage your social media accounts to increase engagement and build a loyal community.

- ✗ Hey, I'm selling digital marketing.
- ✓ Hey, I can help you run effective Facebook ad campaigns.
- ✓ Hey, I can help you create targeted Facebook ad campaigns that will increase your website traffic and generate more sales.

Chat gpt prompt 1:

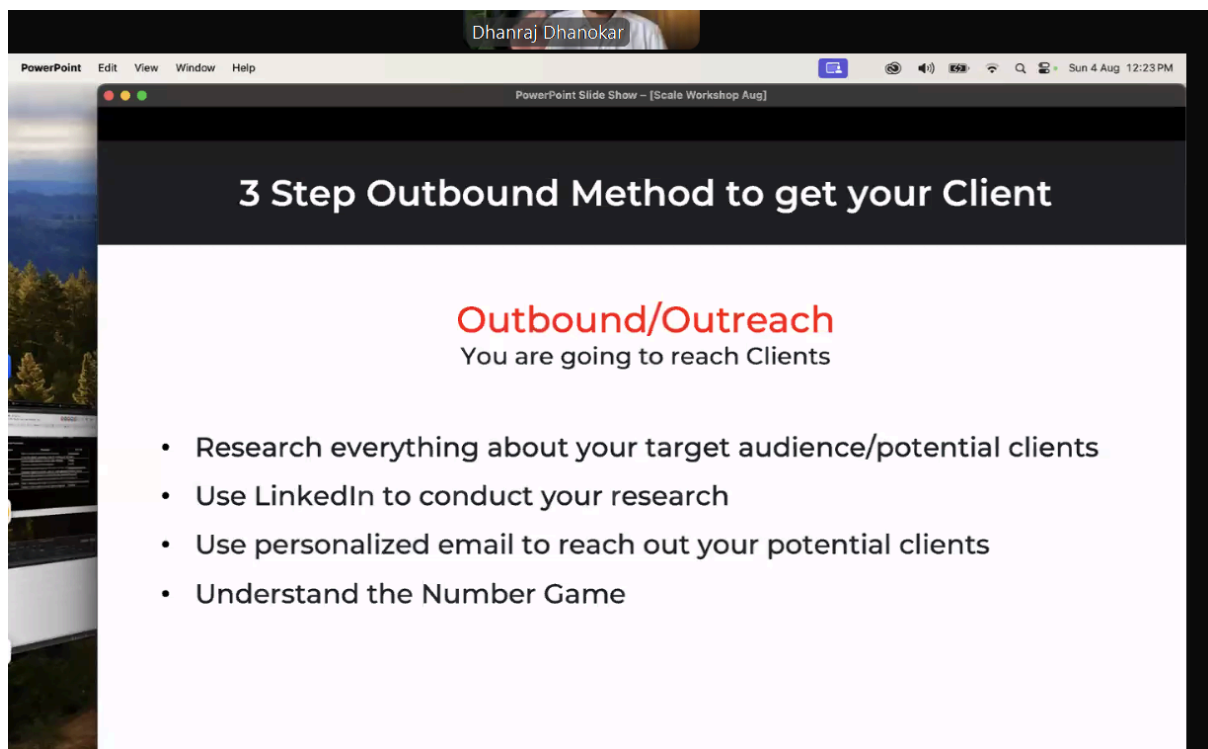


Based on result ; find client from chatgpt and find clients from linked in

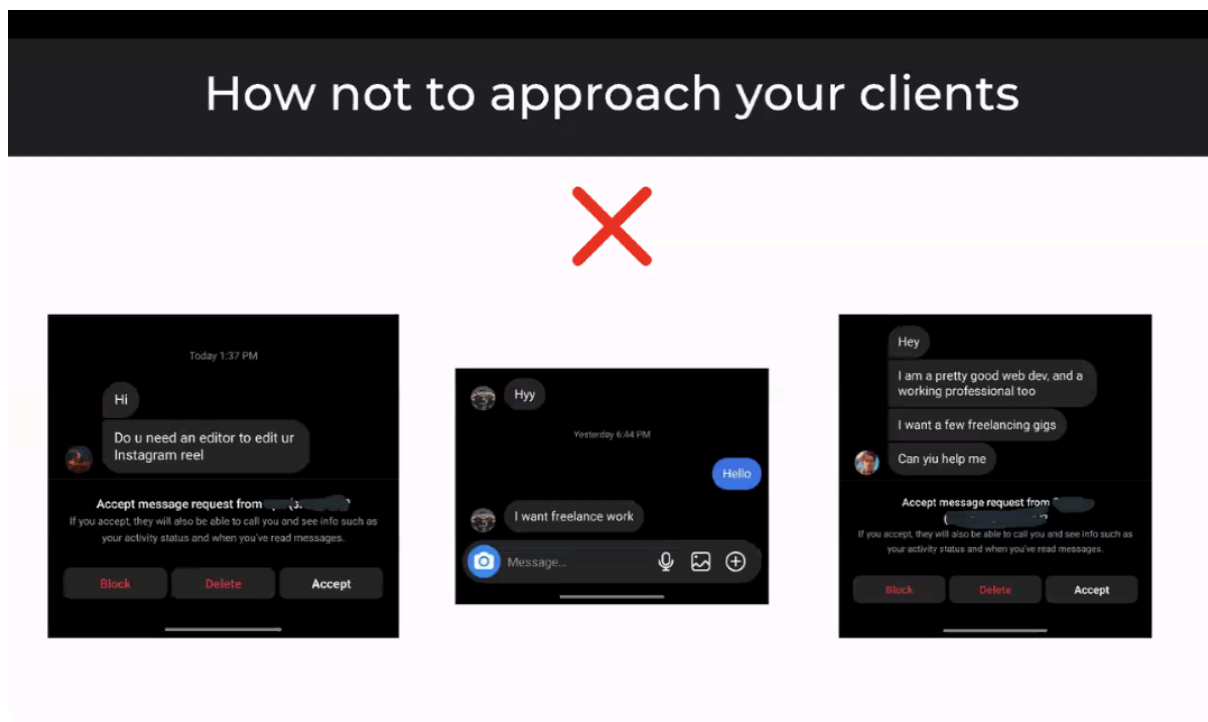


[LinkedIn Profile Scraper - Chrome Web Store \(google.com\)](#) - chrome extension to get all information of a profile from linked in
Step to messaging:

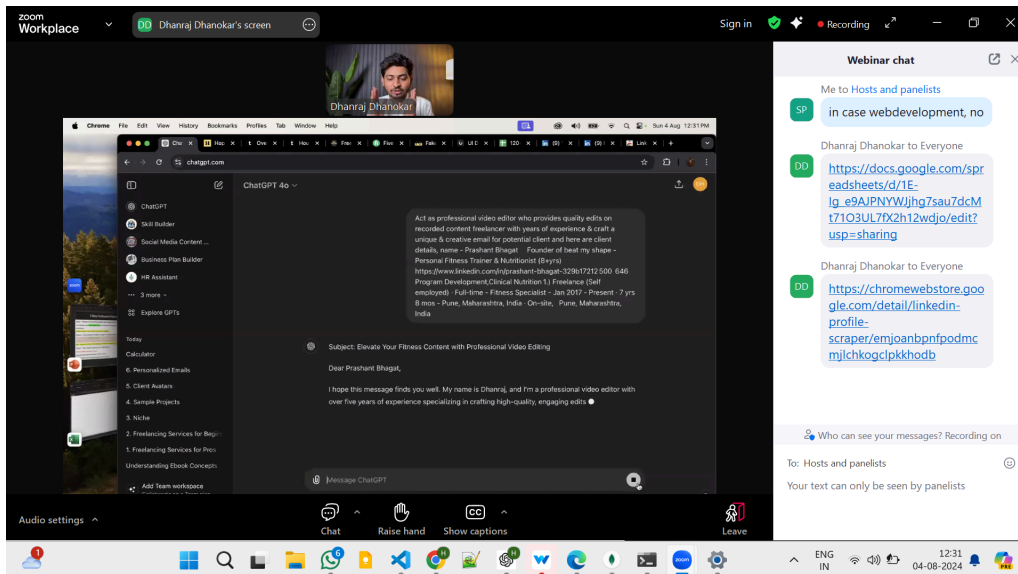
Client approach:



Worst way to approach client:



3 steps to get client:



GetProspect- email finder
<https://getprospect.com/>

PowerPoint Slide Show – [Scale Workshop Aug]

3 Step Outbound Method

Step 1- Research everything about your target audience/potential clients
*As a freelancer who **„[Your Service here]..** with 5 years of experience, give 10 examples of detail client avatar.*
Do this manually – Use LinkedIn to conduct your research

Step 2 – Use LinkedIn Profile Scraper to create personalized Emails
 Act as professional **„[Your Service here]..** freelancer with years of experience & craft a unique & creative email for potential client and here are client details, name -
Note – Experiment a lot with this prompt & give brief client details to get best output

Step 3 - Set a Goal to get your initial clients
This is called as Number Game –
*If you DM 100 potential clients, you will win 1 out of it
 But if you reach only 10 and give-up, game is over for you.*

SignalHire
https://www.signalhire.com/registration?package=trial&utm_source=install&utm_medium=extension

Get all emails and phone number of a linked in person

Gig economy - checkout this - (employee culture is going down)