[Email Reference](https://mail.google.com/mail/u/0/#inbox/QgrcJHshbMDwRPVnVbcfpWBhsrwvwFxBzJl)

Strategy

- Define Niche? Marketing or Coding or something specific to each potential buyer?

- Organize invoices - who were the taught freelance buyers in the past couple of years:

a) BDB

b) Sachlav

c) Clkim

c) Growth-x

e) Video Game Company

f) Ran Cory

g) Luminati (now Bright Data)

h) Evergreen

d) Meet Alfred

a) Spoke

b) Hurry

Small Projects (\*under 1K)

c) Osnat

e) Kuby Basa (500 shekels?)

d) Datree

& Which companies paid me the most money?

Sales

- Principle: don't be afraid of past clients. Reach out to everyone today.

- A lot of time passed. Maybe they have a job to be done (?)

Martin, Roy@growth-x, Ran Cory(?), Shopify Butt Site(nah...?), Kube Config Company,

Aug 2014 – Oct 2015:

Calypso Orion (Agency serving Banc De Binary) ( 1 year employment ).

Income: 9K Monthly = 9 \* 12 months = 108,000

Job Completed: creating blog content related to investing & innovation. Creating content for emails, affiliates...

Nov 2015 - May 2016:

Sachlav: (6 months employment)

Income: 5,500NIS per month based on a 3 day week (9 hours per day) \* 6 months = 33,000

Job Completed: editing job descriptions & posting them to the site. Also running email campaigns & media buying (affiliates, facebook... outsourcing adwords)

Aug 2016 - October 2016

Clkim: (3 months employment)

Income: Minimum Wage: 4,000 monthly \* 3 = 12,000

Notes: right before coding bootcamp - I had an understanding with the CEO that I needed employment to fill time before bootcamp

Job Completed: Clkim is a unique URL shortening platform that allows you to do more with your links. My role included:

• Creating content for blog posts, the web site, the company’s social media pages, emails, and other online channels.

• Improving the LinkedIn presence of the Start-Up’s Team Members.

• Researching competitors, thinking outside the box, and optimizing the user acquisition funnel

November 2016 - January 2017

Elevation Coding Bootcamp

June 2017 - July 2018

Growth-X

Income: 8,400 \* 13 = 109,200

Job Done: creating marketing analytics Dashboards,

coding a chrome extension from scratch,

creating content,

managing clients,

linkedin lead-generation campaigns

Chaya Israel Foundation (freelance): created the website & content

Income: 6,000 for building the new website @ chayaisrael.com

Job Completed: Building website with wordpress, setup online donation system

November 2018 - February 2019

(Cory Group Crowd-Funding - 4 months employment):

Income: 4 months \* 7,850 = 31,400

Job Completed: built a full-stack web scraper for scraping Kickstarter & Indiegogo.

Editing content & advising on crowdfunding funnel

March 2019 - April 2019

Luminati (now Bright Data) (1.5 months employment):

Income: 30,000

optimizing the onboarding marketing funnel

Mid-June 2019 - April 1st, 2020

Evergreen Finance (1 year employment - filling in for the Head of Marketing):

Income: 15K \* 9.5 months: 142.5

Job Completed: created marketing analytics dashboards to monitor ROI on multi-channel marketing spend.

Created automated email alerts reporting commission to affiliates.

Reported to management on monthly spend & monthly media buying plans.

Product Management for new Customer Portal Dashboard

May 2020. November 2020.

Meet Alfred (freelance):

Income: $1,400 as Head of Growth (Billing $1,000 per week) + $2,997 billing $500 weekly (half time)

Total Income: 15,389 shekels

Job Completed: creating content for webinar,

hosting webinar for large companies on how to setup & optimize LinkedIn Campaigns

August 2021 - Present

Social King (Independent Project): Built community-building Shopify app from scratch

Profit After Cash Spend: $500

Revenue: $1,916

Spend: Year of time + 1,464.82

Notes on ROI: Year of time in exchange for (Big losses for first year)

TheSpoke (freelance):

Income: $1,240 + $180 = 5,000 shekels (not including upcoming $2,500 bill ie 7,500 shekels)

Total Income: 12,500

Job Completed: Built full-stack web Scraper enabling users to export their Amazon Purchase History & Netflix Viewing History

Datree (freelance): creating technical content around Devops.

Income: 500 shekels

Budgeting

- analyze gross monthly spend. Where can we save?

- Don't screw people over...

- Just because you haven't worked together in a while doesn't mean you can't rekindle the relationship.

Discipline / Strategies:

- Spend time next to computer - get to the office & progress will naturally be made

State

- Stay positive

- Stop viewing mistakes & failures & problems as absolute

- Focus on "islands of success" - allow yourself to feel good about them

Building Coder Credibility (based on above strengths, is this relevant?)

- make a udemy course about computer algorithms

- Look into CS degree (\* Hebrew U? Technion? Mechon Lev?)

Learning

- Upgrade your production error logging game (?)

- (Update: user creating still works - it probably has something to do with the name change)

- there are new chrome extension users, but no new mah contacts in active campaign

SK

- build subscription feature & yearly plan

- should script tag be utilized -

- analyze whether that's your highest ROI channel, taking into account ad spend...

Funnels

MAH - Course

Amazon Scraper King (Independent Project): Built chrome extension for scraping Amazon Purchase History & Amazon Search Results

Spend: 4 months of time

Income: Zero.

Clients Attracted: The Spoke

SK - 1 year of time

Haven't gotten any clients through it.

Google Ads

- Need to build up

Fiverr:

March 2022 - April 2024

Role: Marketing Technology Manager

Revenue: $96,000