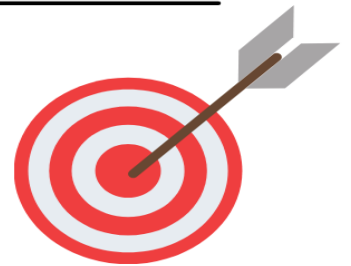


TEGA CREATIVES

TOP OF THE GAME

**DON'T BE THE MARKET
CHEAPEST, BECOME THE BEST**



**AVOID THE PRICE RACE TO THE
BOTTOM AND CREATE YOUR VALUE**

TEGA OKORARE

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Introduction

In today's market most companies offer similar items and most services are almost similar and the customer standing on the outside can't see if there is a difference. When a client or customer can't tell a difference, they don't know what to do.

So, what happens? Well, if we can't sell on product differentiation, the answer lies on your value, what is the value you bring to the sales process? Cause this is where the difference is made in today's market.

And due to rising numbers of freelance workers, a lot of people now offering services for cheap, and most people are running a race to the bottom by appearing as the 'cheapest you can get'.

If you're one of these people and tired of underpricing your value, you need to know 'there's always going to be someone cheaper than you'

While many business owners tend to like this, there's a catch, they get less efficient work and pay for services that don't actually solve their problems and the cheap investment they make turn to waste.

But the main issue with this is that no matter how cheap you can be, your business can never be as successful as those at the top because they focus on value not price.

The truth is people aren't actually looking for cheap, they are looking for solutions to solve their business problems. I'm not talking of business owners who don't see value in their investments or think of the future of their business, I stopped working with those kinds of people a long time ago, they are a heavy pain in the ass and I couldn't sell my web development business working with them. I'm talking of real business owners who see value and not price and when they know they're getting a solution they're willing to pay the price.

This book isn't really about the clients, it's more about you and how you handle your business, cause your appearance is what tells the kind of clients you get.

So, where do you stand in the eyes of your clients?

This book is going to help you answer that question and lead you to the top of your market niche.

Your Appearance Matters

To first understand where you stand, you need to know what kind of freelancer or service-based business owner you are.

Given the growing numbers, it's no surprise that freelancers are referred to in a number of ways. Here are five, as described by the **Freelancers Union** and **Upwork** (formerly Elance-oDesk).

- **Independent contractor:** They do supplemental and contract work on a per-project basis. Many think of an independent contractors when the word “freelance” is mentioned.
- **Moonlighter:** They've got a full-time job and also a “**side hustle**” — like a salaried engineer who takes on consulting assignments on the weekend, or a teacher who tutors after school.
- **Diversified worker:** Part traditional employee and part freelancer, diversified employees split their time between part-time jobs and at-will work. These types of freelancers are becoming more popular as on-demand service apps take off. A diversified worker, for instance, might work 20 hours per week as an office administrator and another dozen or so delivering goods for services like Postmates or **TaskRabbit**.
- **Temporary worker:** Most of us are familiar with this subset. Temps have either a single, traditional job, or a contract position for a predetermined period of time, like a web designer who works for three months at a soon-to-launch startup.
- **Freelance business owner:** Think of this as a freelancer's freelancer. Imagine a successful freelance graphics designer that needs to expand her business to meet rising demand, so she hires additional freelance graphics designer.

So now you can tell what side of the community you belong to, well this doesn't really matter but you have to it.

The next thing is to identify your clients.

Identify Your Target Clients

Just as important as finding a profitable niche like writing, web design, graphics design, attracting the right types of clients for your freelance business.

As you're just starting your freelance business, it's fine to take a bit more of a shotgun approach to landing a few clients. Make some initial assumptions about who you want to work with, target them first, and after working with a few of them, you'll develop a very clear sense of whether or not you want to continue pursuing similar clients.

Since starting my freelance business, I've honed my target client profile over time to matching only two very specific types of businesses. Ecommerce and business websites only.

The primary reasons I've narrowed down the focus of my freelance business this far, is because I work best these types of (very similar) clients, and they both run in similar circles that lead to frequent referrals. I'm building my reputation within my niche.

This is a difficult decision to make at first, because it means turning away a lot of business. However, the process of narrowing in on your target clients that you work best with, will help you achieve much better results in the long run. Once you have a few clients who are willing to advocate for you, the momentum will really pick up.

Going back to our focus of competing on value, not price, everything you do in regard to starting your freelance business – especially when you have a very limited amount of free time – needs to point back to your ability to deliver the highest quality results for your clients.

The goal is to *“make your clients so happy & successful that they become your sales force.”*

If this is not your goal, reading this book is a huge waste of time.

Your goal is to build your authority and eventually be seen as the go-to resource for a specific type of client(s). Do that well and you can unlock true organic business growth.

By appealing so well to a narrow (well-selected) niche, your target clients will have a very quick path to deciding that you're the best person to help them with their projects. This above all else, is the path to charging premium rates without anyone batting an eye at the first prices you throw out.

To determine the best type of target clients as you start a freelance business, ask yourself these three questions:

Which businesses will find my services useful?

Which businesses can afford to pay the prices I'll need to charge, in order to get to my income goal?

Who are the decision makers within these businesses, and what can I learn about their demographics & interests? Can I find a way to connect with them on a personal level?

When you have all of this information, you'll be well-positioned to craft a cold email that cuts straight to the core of what these clients need from you—you'll be able to connect with them and offer immediate value.

With my target clients, smaller startup teams and founders with personal brands, they can instantly relate to me because of my own personal affinity to startups—and will naturally pick up with my style of content marketing strategy. Because my portfolio work is directly applicable to what they do, they also start out with much more confidence that I'll be able to drive similar results for their business, too.

Power of A Portfolio

One of the most underrated business tool most business owners and freelancers ignore is a portfolio.

I know many people might say it's not necessary or you don't need one, well I can't argue about that.

What I do know from my own personal experience as a developer is that having a portfolio helped me close more deals than when I just said I'm a web developer and nothing to show for it.

Having a portfolio made people trust me more and know I was serious for business.

Especially when you want to take your business global, you're definitely going to need one.

As a starting point, let's understand what the purpose of having a portfolio website is, in the first place. It's often the first impression a potential client will have of you, your style, your work, and the past clients (or companies) you've worked with in your freelance business. You need to effectively communicate the services you offer, and who they're for. Beyond that, you need to sell yourself on why you're the best person for this type of work – for the clients you want to work with.

Your freelance portfolio needs to do the following, in order to be truly effective at selling your services:

- Communicate your specialty & display examples of your work.
- List your contact information & show off your personality.
- Highlight your relevant skills, education, and accomplishments.
- Display testimonials (even if they're from coworkers or former bosses when you're just getting started).
- Have regular updates that show your evolution, new clients, and updated sample work.

As you're developing your portfolio site, find other freelancers within your space and get some inspiration from them to help uncover how they're positioning themselves, formulating their value propositions, and going about building their businesses.

Please note that having a portfolio website is not only for web developers, a portfolio can be used for any skilled or services you offer, it will definitely put you 10 steps ahead your competitors who don't have one.

Depending on how you arrange your portfolio and how impressive it is will determine if you're one or two steps ahead of your competitors who have theirs too or if they are ahead of you.

So here is a guild on what your portfolio should have.

When I first started trying to work as a freelancer and get tech-related gigs, it wasn't easy. I would send out cold emails or submit cover letters to job listings, and sometimes not even get the courtesy of a reply.

Soon enough, I realized that especially for jobs in web development and design, it's not what you say about yourself that matters, but what you *show* clients and future employers you can *do*.

And without a portfolio to showcase my skills, I was missing the biggest piece of the puzzle.

However, it's not enough to just have some cut-and-pasted portfolio that does the bare minimum. It's a competitive job market out there, and you need to set yourself apart with a portfolio that impresses.

Like most things in life, what goes into your online portfolio depends on you and your goals. That said, there are a few basic principles you can follow no matter who you are and what you want to achieve:

24 Dos and Don'ts When Building Your Online Portfolio

1. DO: INCLUDE YOUR PERSONALITY.

2. DON'T: JUST PASS OFF A LIST OF BULLET POINTS.

Your portfolio is a chance to tell your story, make a mark, and build your brand.

But...there's always a line. While most people suffer from not sharing enough on their site, it is definitely possible to over-share.

Sharing personal details, a behind-the-scenes look, a brief story about overcoming struggles, etc. is great...if there is a purpose for it.

Make sure there's a reason why you are sharing certain details. It shouldn't be just to drop jaws. In fact, too much sharing can be counterproductive.

3. DO: INCLUDE YOUR PHOTO.

4. DON'T: BE A FACE-LESS RANDO.

It's an innately human preference: we trust a smiling face much more than we trust a logo or "about me" paragraph.

And it doesn't have to be a professional headshot. You can use a photo as a way to show off your personality/interests.

Overall, a photo on your portfolio makes you "real" to potential clients or employers. And that goes a long way.

5. DO: INCLUDE RELEVANT WORK EXPERIENCE.

6. DON'T: INCLUDE YOUR HIGH-SCHOOL BABYSITTING GIG.

There's nothing wrong with babysitting...but it doesn't need to get a mention on your portfolio site. (Unless part of your duties included building a website or creating a logo or what have you!)

If you're hoping to land a job as a WordPress web developer, relevant experience to showcase could include:

WordPress sites you built from scratch

WordPress sites you built with others (if on a team of people)

Custom WordPress plugins or themes you made

When it comes to gauging relevancy, it can be any experience that ties into your greater goals in some way. For instance, a site sample that was built with just HTML and CSS can be fair game because HTML and CSS are used on WordPress sites, too.

The types of work you would want to leave off your portfolio would be positions that have little or zero crossovers between what you want to do.

7. DO: INCLUDE CONTEXT WITH YOUR PROJECTS.

8. DON'T: JUST LINK TO A URL OR HAVE A SCREENSHOT IMAGE.

A user who comes to your site won't understand an image on its own. (Or a standalone URL.) You need to provide more information about your past work than a tiny thumbnail image.

Context matters! Create stories to explain the projects (and, if possible, engage your readers).

Remember the 5 W's and one H:

Who was the client/project for?

What did you do and what was the result?

Where did you do it (or on which medium)?

When did it take place (the dates/timespan)?

Why did they choose you?

How did you do it?

Sharing background information about what work went into each project in your portfolio shows clients exactly what kind of work you can do for them, and for future employers it reveals a behind-the-scenes view of how you work.

9. DO: GIVE USERS A CLEAR ACTION TO TAKE.

10. DON'T: GIVE USERS TOO MANY OPTIONS.

When creating a website, avoid the paradox of choice: Essentially, when people are given too many options, they end up choosing none.

That's why having one clear call-to-action (CTA) on each page or site is important. (Usually, this comes in the form of a button.)

Ask yourself: what action do I want my ideal website visitor to take? And then create a CTA to emphasize that.

Examples of great CTAs (or actions you want your users to take) are:

“Hire me”

“Get in touch”

“Read my resume”

“Email me”

“Get a project quote”

You get the idea!

11. DO: PUT THOUGHT INTO YOUR SITE'S LAYOUT/APPEARANCE.

12. DON'T: GET TOO COMPLICATED AND RISK CONFUSING READERS.

If you're a designer, and looking for design work, designing a beautiful portfolio is a pretty obvious move.

But even if you're a web developer who considers yourself design-illiterate, your site's appearance—and, more importantly, usability—is key.

Because it doesn't matter how impressive your experience is, how great your bio is, etc., if a user can't navigate your website!

If you are design-unsavvy, the best approach is to keep things simple. (For more website-building tools, check out this mega list.)

13. DO: MAKE YOUR CONTACT INFORMATION ACCESSIBLE.

14. DON'T: GIVE OUT YOUR HOME ADDRESS.

Don't give away too much personal info...it is the internet, after all, where anyone can find it.

Strike a balance. Your email address, LinkedIn profile URL, Twitter handle, etc. aren't things you need to hide.

A business or Skype/Google Talk number is a great move. So is a business address or PO box. However, I would pause before putting a personal phone number or home address online for the world to see.

That said, since the primary purpose of a portfolio is to find work, you want to make it as simple and seamless as possible for a visitor to find you.

15. DO: SHOW SAMPLES OF YOUR WORK.

16. DON'T: SHOW TOO MANY SAMPLES.

Some people struggle to find work samples to add. Others add every little project they ever worked on.

Unless you're a web designer/developer of epic proportions (like, you've been featured on Awwwards), don't include too many things. Instead, sort through all your projects and choose only the best. In tech, MORE isn't always better. When it comes to including projects in your portfolio, think "quality over quantity."

This is your opportunity to curate your experience and tell a story to potential clients/employers. Make it a good one.

17. DO: THINK OUTSIDE THE BOX.

18. DON'T: LIMIT YOURSELF TO JUST EXPERIENCE, EDUCATION, AND SKILLS.

On your portfolio site you don't have to limit yourself to work samples, education, and skills. There's a ton of additional things you can include on your portfolio—even if you're a beginner.

Consider adding:

Testimonials (from previous clients, bosses, co-workers, etc.)

Achievements/awards

Your own projects

Volunteer experience

Speaking engagements

And more. Here, relevancy is the name of the game. As long as an element of your portfolio adds legitimacy to what you're trying to achieve (such as land a web design gig, copywriter, book writer or get a full-time position as a junior Ruby on Rails dev), it belongs to your story.

19. DO: THINK ABOUT SEO.

20. DON'T: CLUTTER YOUR SITE WITH KEYWORDS IN EVERY SENTENCE.

A great way to have people discover your website is to build it in such a way that it gets picked up by search engines when people are searching for someone with your skills.

There are lots of factors that come into play when Google bots determine where your site will appear in the search engine results page. Of course, there are technical elements, like your website's speed and whether it is mobile-friendly.

Another component is the words you use on the site itself. This means that you should incorporate appropriate keywords (like your skills, title, the job you want, etc.) Don't overdo it, though!

When you overuse keywords—known as “keyword stuffing”—it actually has a reverse effect.

21. DO: CHECK YOUR SITE FOR GRAMMAR/SPELLING.

22. DON'T: PUT YOUR SITE ONLINE WITHOUT A READ-OVER.

Nothing says “unprofessional” like a blatant typo of a common word.

When you work on something for a long time, you become blinded to mistakes. Even if you're a grammar perfectionist! Have a friend, or even pay someone on Upwork, to give it a read-over.

Spending the extra \$50-\$100 for light editing can mean a lot...especially if you're landing \$1,000+ projects from your portfolio.

23. DO: UPDATE YOUR PORTFOLIO SITE REGULARLY.

24. DON'T: BUILD IT AND FORGET ABOUT IT.

Like you, your portfolio site should evolve over time.

A dead website can send out the message that you're not getting new work, or maybe that you aren't even in the industry anymore. To avoid your portfolio site looking like a graveyard, make to sure update it with new work samples, skills, testimonials, accolades, etc. regularly.

Conclusion: Craft a Portfolio That Will Land The Opportunities You Want

In the job market, your online presence is one of your biggest assets. So make a good first impression with your portfolio site, and allow future opportunities to come to you.

How To Offer Proposals

One of the biggest thing you should be doing as a freelancer is offering proposals.

When it comes to sending a quote to prospective clients, it can often be 'make or break'.

It's important to follow the basics and to present it professionally.

When writing proposals, I will be the first to say that it's much easier to work with existing clients or clients who come to you directly compared with you approaching new clients.

You will obviously communicate with existing clients completely differently than if it were new clients, but I am mainly speaking about new clients.

I'm a developer, so I can explain this better from my perspective but you should be able to integrate this into your business model.

A proposal should be able to explain what you're delivering, how it will help the clients and what it would cost them.

Look at the template below and see how it works

Your Name

123 Bakersville

Bread County, 8888

youremail@gmail.com

www.yourwebsite.com

Client's Name

Owner

Company Name

Dear *Name*,

Thanks for discussing your business with me yesterday. I've compiled 3 options I believe will help achieve the business goals we've discussed.

Please review my proposal and let me know if you have any questions or comments. I will contact you next week Tuesday if I haven't heard from you by then.

Regards,

Your Name

PROJECT OVERVIEW

COMPANY (*replace with the company name*) would like to improve their existing website to focus on generating more free consultations which will result in more paying clients.

You recognize the importance of a conversion-centred website and thus the reason for a professional redesign with this purpose in mind.

Over 50% of your website visitors are viewing the website on their mobile device. The website will primarily be focused on a clear and simplified process to request a free consultation with less distractions.

You are currently running multiple marketing campaigns on various channels and the website will need to be tailored to the visitors from these channels using effective landing pages that are relevant to the visitor and achieves the necessary business goals of booking a free consultation.

According to your data, only 2% of website visitors result in free consultations and 10% of free consultations result in paying clients.

The goal would be to double the number of free consultations to at least 4%, which I believe is a low estimate based on the results I've seen in similar industries focused around effective call-to-actions (free consultations).

Realistically, I do believe we could achieve a 6 – 8% conversion rate of free consultations once the site has been completed and improved on, but I am 100% confident that 4% is a low estimate.

At an average value of \$1,250 per client and based on double your existing monthly client sign ups (4 per month), I'm very confident we could achieve **4 additional sign ups per month** ($4 \times \$1,250 = \$5,000$) or 48 additional sign ups per year ($48 \times \$1,250 = \$60,000$).

As a reference, below is the contact email of John Smith. After working with him on a similar project, his business almost tripled in sales within one year:

John Smith

Director at XYZ

johnsmith@xyz.com

PROJECT OPTIONS

I've listed 3 possible options below for the project. You will notice that option 3 has a monthly retainer service included. This provides you with on-going access to my expertise in this area as well as the tasks outlined below.

Based on our previous conversations, I would estimate and recommend that you will benefit from my retainer services for a minimum of 3 – 6 months.

Option 1:

I will redesign **COMPANY** website focused on acquiring more free consultations as the main priority.

Additional services under this option include:

- Integrating social media profiles
- Integrating your email marketing service provider
- Google Analytics integration

Option 2:

This option includes everything from option 1, but also includes the following additional services:

- Submission to Google Search Console for SEO purposes
- 10 Premium Stock Photo Images
- Creation of 5 additional landing pages for various marketing campaigns

Option 3:

This option includes everything from options 1 and 2, but also includes the following additional services:

- AdWords account setup, creating effective campaigns and monitoring for improvements
- Local directory submissions (this boosts your SEO results)
- Google local listing (this boosts your SEO results)
- Integrating and configuring additional CTA software tools like SumoMe
- Integrating live-chat software (Zopim)
- Marketing retainer includes SEO and 2x Monthly Articles

TERMS OF AGREEMENT

You will notice that I don't provide an hourly billing cost. This is harmful to you in the sense that it discourages efficiency and creativity from my part and in the end, we are both focused on the outcome and not inefficient hours worked.

The prices provided below are fixed, which means there are no hidden fees and I absorb all the risk in completing the project within these boundaries.

The pricing for each option is as follows:

- Option 1 is \$3,500 once-off
- Option 2 is \$4,500 once-off
- Option 3 is \$5,950 once-off + \$500 /month retainer

Once-off fees are to be paid in full upfront and the retainer amounts are due at the beginning of each month.

I guarantee my work. If at any point, you feel that I have failed in delivering what is described in this proposal, please contact me and I will either make necessary changes or refund you.

Please select the option you prefer with an "X" and sign below:

Option 1 ☐

Option 2 ☐

Option 3 ☐

Upon receipt of this agreement, I will send through an invoice for payment.

Name:

Client Name:

Signature:

Client Signature:

Date Signed: *Tuesday, 5 May, 2020*

Date Signed:

Note: This proposal is only valid until 30 November, 2020

If the proposal you're sending is going to be digital, then there's no need to place in the signing option.

One important thing most business do in their proposals is they only give one option, it's not a bad thing but if you have the chance to give more than one, then do it but not more than 4 options.

ALWAYS give three options...

Here's a brief summary based for an ecommerce site:

(Notice the upselling and price anchoring)

OPTION 1	OPTION 2	OPTION 3
ECOMMERCE WEBSITE	ECOMMERCE WEBSITE	ECOMMERCE WEBSITE
	ADWORDS SETUP	ADWORDS SETUP
		SEO STRATEGY
		PRODUCT COPYWRITING
		NEWSLETTER INTEGRATION
		BLOG ARTICLES
		TRAINING/ CONSULTING
\$3500	\$5250	\$7000 <small>+\$500PM RETAINER FOR 6 MONTHS</small>

You'll notice I mentioned quite a few things in option 3 that don't necessarily relate to web development, but it does relate to achieving online business success.

How to Sell Value and Not Price

Now let's talk about the main issue you're defiantly going to face or are already facing, your price.

When clients don't see the value of your price and say your price is too high, don't rush to give a discount. That is the worse way to solve this issue because it makes them break you down and you might lose respect for your business.

Let's assume you're a graphic designer by trade, or you've at least been building your skills with Adobe Illustrator & Photoshop in your free time.

Clearly, there are a lot of competitors in your industry that'll be willing to charge much lower rates than you, no matter what you do. There are people from all around the world with lower costs of living that'll always be willing to accept lesser-paid gigs than you. Get over the idea of trying to compete on price as a freelancer, right now.

It's not worth racing other people to the bottom for work from home jobs on a freelance basis, especially when sites like Fiverr, Upwork or other freelance jobs sites already have countless options for low-priced freelancers. Side note: I personally recommend not ever listing your services on either of those sites, unless you absolutely need to.

By taking the time to find a profitable niche for your freelance business (just as you'd pick a niche to blog about should you choose to launch a blog), you're actively seeking out an industry and type of client that values quality. When you're in a space that competes on quality, you'll completely change the ways in which you sell your services. You'll be competing on value, not price.

Instead of taking any graphic design project that comes your way, choose to concentrate solely on infographic design for startup blogs, or writing eBooks for enterprise tech companies. Choose an area that genuinely interests you, and focus on becoming the best designer in that narrow space—that's how you really find the right-side hustle niche. Once you've built your skills to a level that you can confidently charge a premium for, then you're ready to start your freelance business and look for your ideal clients.

Once you've made yourself invaluable within your niche, you'll have a platform by which you can expand your freelance business in any direction you'd like in the future. Rather than stressing about how you're going to get from step 0 to 100, take freelancing one small step at a time. Progress begets more progress with your side hustle.

But most times, it's never really about skills, it all comes down to how you deliver, nobody cares about the process you go through to get the job done, but if you can get it done with less skills than a competitor and your work solves a problem then you have the right to charge more.

So before you start bragging about your skills make sure you know how to deliver well.

I know a lot of people who don't know up to what I know in web development but yet get higher paying clients than me and still do a nice job.

You can be a graphics designer with knowledge of only canva but if you can create top graphics with just that, then you're on a far more level than those who use photoshop, and illustrator and still don't create graphics the clients wants.

But definitely try to keep improving your skills, cause the moment you stop improving is the day someone else overtakes you.

Remember, you need to price yourself based on the value you deliver, not based on what your competitors are charging.

Don't allow anyone else to dictate the terms by which you define your value. That's not what starting a freelancing business is about.

Digital marketing consultant Neil Patel chronicles many of the lessons he learned while running an SEO freelance business on his blog—even before he learned how to make money blogging in more passive ways. One of the most prominent lessons that stuck out to me, is that the more you charge, the less clients complain. Because he very astutely selected target clients that have big budgets, he knows that they're much more willing to spend money—in order to make that money back through investing in your services.

Smaller clients, on the other hand, often don't have as much money to play with, and thus can't sustain much in terms of losses when projects don't deliver big returns.

There's no such thing as prices that are too high. Your prices may be too high (or too low) for the types of clients you're targeting, but if you do your homework in deciding who to pitch your services to, you'll be selling exactly what your clients need – for a price they can justify.

I have a friend who write well-researched, in-depth blog post ideas for her clients.

Most of her content is in the range of 1,500 – 2,500 words per piece, and designed to rank well in organic search results, which is extremely valuable for most businesses. Because her work extends beyond just writing a headline, crafting the article, and into strategic distribution and driving traffic after the content publishes, she add a lot more value for her clients than any other “writer” can bring to the table. For that extra value, her prices start at \$500 per post (plus distribution) and sharply go up from there, based on other requirements and add-ons.

Don't charge too far above your value, but don't ever undervalue what you're doing for your clients.

They're going to hire someone to help with their projects, so it's just a matter of showing them you're the right person to help. Price becomes a secondary concern, if they're already convinced that you're the best person for the job. It's business and they'll make it work, or it wasn't meant to be.

Keep in mind that you won't be the perfect person for every client, and remember that just showing off the fact that you know all the business slang and industry jargon within your niche isn't a sign of authority.

The best way to make them see your value is breaking down the price for everything they are getting, like the way I did in the previous proposal.

The goal of value-based pricing

I often get asked:

"Tega, how much should I charge for this website?"

Or

"How much to charge for a WordPress website?"

This is a very broad and disputed topic that every niche face and I am covering it, but I aim to make this part valuable and understandable for all levels.

Let's start with some examples:

Example 1:

You want to buy a leather sofa.

How much does a leather sofa cost?

Example 2:

You want to buy a car.

How much does a car cost?

Example 3:

You want to buy a house.

How much does a house cost?

...can you see where I am heading with this?

The reason why each of these examples don't make sense is because the question is too broad...

You need all the information first before knowing how much it will cost.

Sofa example:

Would you like synthetic leather, top grain leather uppers or full grain genuine leather? What color?

Car example:

Would you like a sedan or an SUV? A four-seater or a two-seater? New or used?

House example:

How many rooms would you like? Which area would you like to stay?

Too many developers are quick to say '\$x' for a 5-page website or '\$x' for a 20-page website based and it's very frustrating when someone gives a price before even asking what kind of website I need.

Same goes with every other niche

This business model frustrates me to be honest.

It frustrates me because the freelancer has not been educated on how to find out what you need and price their services right.

In cases like this, you may undercharge your client or overcharge them.

You are potentially changing someone's business for the better (if you do it correctly) and you are happy to just get paid a small amount for it

and then work so hard just to make a small to average income and then start over again the next month.

If that's you or if that's how you think, I hope I can persuade you to think differently about this.

When I first started out and wrestled with the practical side of how much to price a website, I thought a website costs as much as I am willing to accept and as much as the client is willing to pay.

It needs to be cheaper than everyone else for the client to go ahead with it – or so I thought.

So, I always let the client negotiate to the lowest offer, even below the value and in that way to get my profit I have to use a low-quality hosting. And that is what many cheap developers do.



Do you know that there are many people who charge \$5k \$10k, \$30k and \$50k+ for websites?

There are also graphics designer, digital marketers and writer who charge well over \$5k

That is what you see when you get to a global market and have clients from different countries. But for countries like Nigeria, an average web developer charges N50k, N60k, N80k but in this same country top developers charge N100k, N200k and N500k+ even well over N2,

Million. There are also graphics designer who charge over N50k+ for a logo or brand identity

Have you ever thought about how they can close deals at that price?

I have, and this is what I've noticed:

- They don't position themselves as a commodity, but rather as an expert
- They write winning proposals
- They bundle their services
- They communicate effectively
- They add value to the project and over deliver
- They charge a premium price for a premium service, even though it could be done much cheaper by someone else

The next important thing to consider is a mind shift change.

What you are selling is NOT a website or a writeup article or a design...

You are selling a solution which gets the business more customers and/or to increase profits.

I don't care whether it's a coffee shop, a consulting business, an ecommerce store or a blog. The ultimate goal is to create something that gets the business more customers and to increase profits.

Selling your services this way comes with confidence... if you are always stuck working under \$1,000, (globally) or N80,000 here in Nigeria you need to either be in the beginning phase of your career or you have to improve on your skillset.

And I don't (necessarily) mean programming skills, design skills, but if you need to improve your editing skills please do it...

Most people think you can't earn a decent income with just HTML and CSS knowledge or just Canva. This is not true. I know many developers and designers who make a good living with just this skillset and I too have done the same.

So, what is it then?

Why can someone who knows more earn less than someone who just knows the basics?

Is it which country they live in? (No)

Is it their degree or qualification? (No)

Is it because they love chicken curry?

Do you have the answer to this?

I'd like to suggest that the reason why people who succeed with less knowledge in one area is because they have better knowledge and skillsets in other areas.

So, 'Freelancer A' who knows Java, Ruby, and 7 other programming languages should surely earn more than 'Freelancer B' who just knows HTML, CSS and other basic backend languages – right?

Again, what's missing here is not seeing the scenario in its full context.

'Freelancer B' may just have better communication skills, better proposals and better business experience than 'Freelancer A' and as a result may be earning more.



I'd argue that these skills may even be more important than focusing on "what's the next big thing to learn in your niche".

There's a quote I like by Bill Gates:

"I failed in some subjects in my exams, but my friend passed in all. Now he is an engineer in Microsoft and I am the owner of Microsoft."

You can interpret this the way you choose. But don't misinterpret what I am trying to say here...

It's important to have programming knowledge as it's a necessary skill to have, but it shouldn't be the main focus...

It's vital to have knowledge and skills that will help you become a more well-rounded in demand person as well – such as some of the points mentioned above.

Deal closing communication

Now Let's get into the final section of this book which deals with your communions with people.

Part 1

"What Do You Do For A Living?"



What do you do?

When someone asks you what you do – whether you are a full-time developer or a part-time developer, don't say the common thing like:

"I create websites."

Remember, this is what every person including your 12-year-old cousin after coding for one week says.

This limits you to the commodity market and it limits you to their prices.

Depending on who asks me what I do for a living, my answer is generally:

"I do business transformations." or "I create websites that work." or "I help medium to large businesses boost their online sales."

This is a bold (somewhat overly confident) claim, but it's a great starting point to the discussion.

The reason why this is more effective is because the two main questions that generally follow are:

"That's interesting, what do you mean by business transformation?"

or

"What do you do that works?"

This is much better than:

"Oh, that's great. I'll let you know if ever I need a website done."

Let's use another practical example to illustrate this point:

Scenario 1:

Person A: "So, what do you do for a living?"

Person B: "I am a nutritionist."

Scenario 2:

Person A: "So, what do you do for a living?"

Person B: "I help busy, professional working women to eat, live and feel healthier through the amazing benefits of healthy food."

Takeaway:

Scenario 1 = Commodity/Boring

Scenario 2 = Unique/Interesting/I want to know more/Shows your targeted niche/Positions you as an expert

Next time someone asks you what you do for a living, respond with a different answer to the usual answer you normally give and I am certain the conversation will go differently.

Part 2

How to pitch yourself

If you want to start freelancing, you need to know how to pitch yourself—it's an asset that'll be worth its weight in gold for years to come.

No matter how skilled you are at your craft, if you want to turn your skills into starting a freelance business, you need to be able to communicate those strengths and convert your conversations into paying clients.

Here are the basics of crafting an effective freelance proposal that lands you clients:

- Make a strong entrance with an elevator pitch email that already provides immense value & shows you've done your homework.
- Sell your strengths.
- Anticipate and answer any questions that may come up.
- Lean on relevant work samples and past projects to demonstrate your expertise.
- Use a visually appealing layout for your proposal.

Part 3

Questioning A Client

As a freelancer or any business, you want to avoid jumping to conclusion without finding out your clients need in details, doing this will build up trust for you and the client rather than jumping to a conclusion.

If possible, try and get your client on a phone call or zoom meeting if you're not meeting physically.

Here are the basic questions you should ask a client to find out their needs;

1. Describe your business – Get to know what the client's business is about. Don't assume. Even if it seems obvious, go a bit deeper. Try to find out what their key values are, their level of experience in the industry and their size, location and background.
2. Ask if they've gotten the same service from someone else before – You want to find out while they left that person to you to avoid making the same mistake that person did to lose them
3. What is their main goal – You will be able to make efficient output if you know what issues your client is trying to solve. Does the client want to boost sales, need automation, less work, more free time, authority in their niche or increase engagement?
4. Who is their target audience – You need to know your client's client. There's no one size fits all here. Know who are going to be the end users. What to look out for include the gender, age, location, purchasing habits, lifestyle, etc.
5. Who are their competitors – To ensure you solve their issues, you must pay attention to their competitors and know what they do. Don't copy them use it to get insight on what your clients expect from you and find out what you can even improve to make your client stand out.

Conclusion

Many people selling courses and eBooks tend to say “this is the only course you’ll ever need to be successful at”

If you believe that phrase, you’ll never be successful, you can only get a guild or course that puts you in the right direction or beginner phrase of a new journey or maybe one to continue that journey but never to completely guide you for everything.

While I may have introduced you to taking your business to the top of the game, there are other things you need to do to ensure you last there.

As a business owner you need to do more research and keep developing your skills both communicating, business management and work ethics.

So, to get the best out of this book, you should not just read and forget it but also you need to apply it to your business and to get the best out of your business you need to do more reading, yes you definitely need to get more knowledge and I’ve categorized some books that can help you in the journey of your business.

You can get this book online as pdf or buy them physically, I personally prefer to buy physical books cause in that way I’m more interested in reading them.

Best Books To Read To Grow Your Business

Business Management;

1. The 7 effects of highly effective people
2. Good to great
3. Leaders eat last
4. The e myth
5. The 4-hour workweek

Communication;

1. How to win friends and influence people
2. Never split the difference
3. Getting to yes
4. Start with why

5. Made to stick

Sell Development;

1. Think and grow rich
2. Deep work
3. Atomic Habits
4. The war of art
5. You are a badass

Sales;

1. To sell is human
2. Contagious
3. Marketing made simple
4. Sell or be sold
5. Little red book of selling

Psychology;

1. Influence the Psychology of persuasion
2. Emotional Intelligence
3. Why we art the way we do
4. The psychology of selling
5. Drive