

The 6 Figures Skill That Even Beginners Can Learn Fast

On August 14, the ESME conducted a webinar via YouTube live with the guest speaker Mr. Adrian Gaña, an SEO consultant and E-commerce web developer. In this webinar, Mr. Gaña talks about valuable skills to get clients while freelancing, and tips for beginners to find a client and get their yes.

This webinar tells us tips starting with the phrase right practice makes perfect, what I've learned in this is constant practice does not guarantee us getting what we want. Rather, we must know where we should focus or develop, especially the foundation skills, and how to develop them. The second tip given is to work smarter not harder. Third, don't give up because of declines, rejections, or failures. Instead, take it as a lesson and find out where did it go wrong and improve that. And the next tip is time for a win, where the time we put to learn something will help us someday, we shouldn't be lazy to learn things we think will be useful for us in the future, especially that nowadays information can be accessed easily. The fifth tips are picking a skill with a huge market value, and pick a long-lasting skill. Lastly is picking a skill that's not easy to learn. Mr. Adrian then shared how can freelancers like me hunt potential clients. First, he shared a list of niches to target for website creation. After picking one from the list we can go to Google maps, then search for it, say we choose plumbing business. The Google maps will then give a list of plumbing businesses depending on which country we searched for. After we get the list of businesses, we can click the button that directs us to their websites. And what I learn here is to choose those who are on the third list and below because these businesses have simple websites and their target is to be on the first or second list on Google platforms. But to do that, they need a functional and beautiful website to attract customers. The next thing we will do, after finding potential clients is to contact the business owner through the contact us section on their website or send an email. On sending an email, we can cite an illustration of their current website both the desktop and mobile version and then give a proposal or valuable ideas on what can be improved on their website. I have also learned about Google mobile test which allows us to see if our website looks good on mobile too, and an idea of how much it cost for a web development covering both the frontend and backend.