Section 2

* 3 types of freelancer: surgeon, normal, landscaper
* Provide VALUE to clients
* Type of job? Complex, specialized, and enjoyable
* Think LONG TERM: the investment takes some time to pay off
* We’re living in the economy of KNOWLEDGE not CREDENTIALS
* NEVER use the work FREELANCER
* How much to charge: 30% of clients thinking it’s too EXPENSIVE
* Charge more because of costs like electricity, holidays, sickness, and the actual working hours coding are not 8, are less
* Identify and spend time on THE MAIN STREAM of revenue (e.g companies looking for architecture consultancy)
* Perfect time to quit the day job: when the cost of opportunity of that day job is more than its wage.

Section 3

* What to do? Overlap of:

1) Something you would do for free

2) What are you good at?

3) Do people wanna pay for it?

* Position yourself as a WORLD CLASS EXPERT on a specific service
* Talk with competitors to see how they find clients, how much they charge, and so on. NETWORKING
* Don’t sell something considered a COMODITY, because there are people willing to do that for peanuts.
* Going deeper into your NICHE, be an expert, like a premium product
* DON’T compete on PRICE, compete on VALUE
* Promote yourself as PREMIUM from day ONE
* Make yourself STAND OUT from competitors, something that makes you UNIQUE.
* It easier to sell a service than a product. (a day of training than a book)

Section 4

* Check what the competitors offer on twitter/social media

Section 5

* You’re NOT a DEVELOPER, you’re a MARKETER first
* Get a WEBSITE with references, success cases, with phone number, easy to reach
* WHO are my customers? sex, age, company size
* Send PROPOSALS in VIDEO FORMAT, personalized, by name
* WHERE are your customers, facebook, linkedIn, etc, and spend some time with the most important one. For the trainer, google search was his way
* Look yourself from the client’s shoes, and see if you would buy,
* Have testimonial, saying how they benefited from you, not just saying “ good developer’.
* Ask clients where did you find me? Identifying the POND where the customers go fishing. ‘Oh, just from google’ . So, spend more on SEO
* Target customer: enterprise, small businesses, individuals?
* Defining the ideal client: story about the lawyer, that met all the requirements but it was her money, so it didn’t meet that one. People pay higher fees when their money is doesn’t come from their own pockets
* 1 min elevator pitch: tell about what you can do for your client (present them a problem you can solve), not about yourself
* The best marketing is to be outspoken, say always yes to public speaking opportunitie

Section 6

* Prefer Skype over phonecalls
* Use google ads
* Put some videos on your personal website
* SEO!!

Section 7

* Produce content (linkedIn, academind, twitter, youtube)
* Have followers who trust and would hire you, and they see as a reference
* Write a book with what you do every day, and give it away (like a freebie). It gives you more credibility. It’s not to make money, but use as a marketing.
* The key of content creation business: articles and videos on HOW TO?
* Video vs Text , video so much faster! Pay 5USD in Fiverr to get someone to turn the video into text, and boom, there’s an article.
* Presence in social media, twitter, linkedIn, slack, facebook, instragram
* Have a blog with articles and videos with the everyday customer questions, success cases, etc
* NEWSLETTER, a way to stay in touch with the client, between the time they like you and the time they hire you
* Online curse

Section 8

* Make sure you get paid
* Does the client want a discount? Offer them other service of less value (fewer support, etc).
* Does the client want to negotiate? Let the say a price first.
* Letter of agreement first, before filling the calendar
* Get the payment before as possible, before the payment
* For foreign clients, the 100% payment upfront, to avoid legal issues abroad
* The ideal world, get the 100% upfront
* For locals, 50% upfront, and 50% the same day of the gig
* Raise the prices every year. Maybe add a small service, like answering with videos, sms, etc
* If the client is not complaining, the price is too low
* The more you charge clients, the happier they are
* People value things that cost more

Section 9

* The client will forget you. Business card!
* Have a voice mail with your voice, and keep it empty
* Quick reply and many channels of communication
* Dress properly: you don’t wanna look like your hiking; Montgomery, zapatos, camisa

Section 11

* Pay an accountant when the business grows
* Use software for book keeping (accounting ins and outs)
* Don’t know about something and don’t have the time to learn it? Hire freelancers!
* Freelancer’s mistakes:
* Not charging enough
* Label wrong yourself (if you build cross-platform app, you don’t want people to think you only do WP sites)
* Be too innovative, and provide a great idea no one cares about it
* Being too broad. Underscope is super focused: React Native. Many services related: training, MVP, Full Product

Section 12 Videos

* When speaking in camera, move your head, body, hands
* You can treat the camera as other person, and you can always delete/edit the content
* Say the name of the person
* No edition, pum, shoot it, send it
* Get your FAQ asked by clients, and make some content out of it
* Newsletter with videos
* People need to see you, make it personal
* Videos of the clients, telling what they benefited from my product/service
* Live streaming

Section 13

* Use a cheat sheet for speaking (3copies) in different places. With block capital letters
* Record yourself for practicing speaching
* The best speakers in the world talk the same way to millions of people or to a single person in a room
* Don’t do the quick windscreen view, focus on one person, for a thought,and then move to other one
* What do I want the audience do after they hear the speach
* Narrow messages to the top five, after brainstorming
* Great speakers have great stories to tell: tell who was there, what the problem was, how I felt about it, how it was resolved. One story for every important point of the message (the top 5)
* Specify the characters involved in the story, so the audience can make them alive in their minds and relate to them. The real or a fake one. Describe in detail
* The story should tell a story when you overcome a problem
* There should be a dialog, It makes it interesting
* Left at sharing feeling is professional
* After you finish speaking, get feedback. Ask them: what do you remember?
* The power if images, like when Juani spoke about eternity with a rope, and Steve Jobs used an envelope to anounce how thin and ligth the products was gonna be.
* One image for every of the 5 points
* Practice: a dozen times, polish the style of one of the points, Can you look at your video and say, wow! I look great

Section 14 -Story telling

* tell a story about what I do, how I help people
* tell stories about annoying clients and how I dealt with them
* The best way to introduce yourself: a story, not telling who you are
* stories cover up other flaws I have
* name characters so the audience can relate to them
* describe the setting of the story, to make more visual (visual hooks)
* people wanna hear trouble, challenges, conflicts
* you need a dialog, not just facts
* convey emotions, to hook up people
* tell how the story was solved, what action took place
* don’t rush to finish the story
* you need to trigger the memory process through stories, let them imagine the story in their brains
* the story should have a surprise
* tell how things ended, and relate to your message
* tell how I felt and if there were trasformations inside the characters
* tell the setbacks

section 15 – stories

* stop acting when speaching, just be yourself
* media likes conflicts