**Freelancing**

**Hustler’s University**

* **SOP (Skills Offer Prospecting)** is the way we will learn the skills in this course
* **Skills:** you’ll be walked through picking a skill
* **Offer:** without an offer you have nothing that clients will pay you for so let’s get you an offer
* **Prospecting:** you’ll learn how to find clients for your offer
* We can use **Chat GPT** to pick a skill for freelancing

**Skills:**

* Check **“Part 1”** of questions/answers file
* Following link can potentially help you as a beginner freelancer: <https://drive.google.com/file/d/1QtHiRdz0Cd4LXqakjdM6ULiIhKyPc0Ij/view>

**Offer:**

* Provide a valid **argument** of why customers should consider you e.g., social proof e.g. I am going to make you a landing page and see what you can improve in your current landing page
* How you **facilitate** your skill matters
* Send DMs in different wordings with different types of people in different kinds of ways
* You can tag @captains in the chat and ask them questions
* Before you start charging, give some free services because you need **experience** and **experience breeds confidence**
* In start, don’t charge much until you have experience to do so
* **Important:** Don’t charge premium price at first

**Prospecting**:

* We are going to find people via social media specifically through Instagram and Twitter and leverage that through Facebook to find that are going to be a great fit for your service
* You have to pick a niche to narrow down it
* You are looking for somebody who:

1. Has good amount of following e.g., 10k-100k followers
2. Has good engagement e.g., 200-15k likes per post dependent on followers
3. They have something to sell because how are you going to help them make money if they don’t have anything to sell

* <https://gumroad.com/discover> can be used to sell your skills/services or to find clients
* Find client through **Gumroad:**
  + to find clients who has reach and engagement and something to sell, then, message them through Twitter and Instagram etc (apply money-back method)
  + E.g., if you find a fitness guy, you can offer him making a website, editing a video, helping with engagement, and tons more
* Find people through **Social Media:**
* **6 fig DM Script:**
  + Compliment them (something specific such as a recent thread they did)
  + Ask a question that sets for qualifying them for your service
  + Lead the convo to telling them you have ideas for them & that you can tell them move over the phone
* Use this script with some twist (since so many people are using exact same script) and message people, if they are interested, then, talk on call or messaging for further discussion
  + And if they are not interested, then, ask them the follow-up question e.g., “do you happen to know anybody who is interested in my services?”
* Check **“Part 2”** of questions/answers file
* Go to the following of the person of your interest because they might follow someone of their interest
* Freelancing is **anti-thinking**

**Making your first 100$:**

* People don’t get out of their brokieville because of their beliefs
* **Flipping:** is the simple skill of finding items for free or cheap and then selling them for a profit. The reason I like this skill so much for brokies (I used to be one) is because you don't need much if any money to get started
* Your flipping business revolves around the items that you sell. YOU make money when you sell items for a profit
* Best items to sell
  1. Wood furniture
  2. Leather furniture
  3. Garden furniture
  4. Ornaments
  5. Electronic garden tools
  6. Power tools
  7. Household appliances
  8. Sports equipment
  9. Vintage sportswear
  10. Designer clothes and shoes
  11. Bikes
  12. Electronics
* Craigslist, Facebook, marketplace, and OfferUp are some platforms for selling stuff
* 3-step process to sell things
  1. Get it
  2. List it
  3. Profit
* Things that attracts customers to your photos:
  1. **Headlines:**
* Use good headlines, good pictures for your product e.g.,
  + Bad Headline – Good Quality Brown Couch for Sale
  + Great Headline – Beautiful Leather Couch in (Great Shape)
* **Remember, you want to stand out and catch their eyes**
  1. **Photos:**
* What makes great photos:
  + Good lighting (no dimly lit photos)
  + Good background
  + Take 2-3 photos from different angles
  + Bad photo example:



* + - Good Photo Example:



* 1. **Description:**
     + Clear and concise description is written like this:
       - Brief description (what your item is/the condition)
       - Accepted method of payment
       - Contact info (Always allow for them to call/text/email you)
* Accepted Payments:
  1. Cash
  2. Venmo
  3. Stripe
  4. Online
  5. **NO** checks