

## PORTFOLIO SITE SUPPORTING TEXT

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The “mini-niche” of getting clients.

Your focus is on helping a small niche industry that will consider websites for under \$500.

It shouldn't be considered as your main income and rather as a way of reaching \$1,000+pm just to pay the necessary monthly expenses.

This theme is extremely simple and it focuses on key areas:

- Benefits for the niche you are serving.
- What you offer and how you can help with no guess-work.
- Social proof.
- Quote request.
- Strategic navbar and footer.

“Growth Tips for ‘xyz’” will link to your blog page. It sounds much better than the word “blog” and you'll receive more clicks through this small change.

Focus on the marketing strategies mentioned (AdWords, SEO, Facebook Group, LinkedIn, Manual Work, etc.) and keep building on your blog and improving your marketing along the way.

As you get busier, slowly start increasing your price by \$100, but don't price yourself out of your niche.

If your freelancing business starts taking off, you should always keep this business going as it's the easiest method of “paying the bills” if something happens with bigger client work or your agency.

Please don't underestimate the simplicity of this theme and this business model. It works.