

Welcome to Workshop!

Hello and welcome to the wonderful world of finding clients!

Okay maybe finding clients isn't so wonderful sometimes. In fact, it's mostly just a time-consuming pain in the butt.... but that's why you've hired me. All day long you work with clients. They get to tell you what **they** want and **you** get to deliver them results. Hooray!

Now it's your turn to be the client.

And I want to do everything in my power to deliver YOU results. The first step is this welcome packet, it's a personal thank you gift for signing up. I've loaded it up with valuable goodies to get you off on the right foot.

I've built this for one reason: to help you make more money.

You're already on the right path to boosting your revenue and ending the feast or famine cycle forever.

How? By automatically reaching out to new clients daily. In fact, if you reach out to just one job in every Workshop email, you'll have contacted 20 potential new projects by next month.

That equals less than an hour of work in exchange for potentially earning tens of thousands.¹

¹ (In fact, a few Workshop rockstars have closed six figure deals in their first few months.)

So what's next?

Your first few leads will arrive in the next hour or so.

The daily email containing the day's latest freelance leads will arrive every weekday at 8:00 AM EST.

In order to help you with contacting them I'll be checking in with you periodically and providing tips on what to do.

I hope you email the leads I send as soon as you get them no matter what. Even if you don't need work at the moment or you don't think they're the right fit!

Why? Because while you might be fully-booked or think these opportunities aren't right for you – the truth is dry spells happen because freelancers often don't look for work when they should.

That's why I recommend if you're not booked 6-months in advance, you email at least one new lead every day.

Even if it's not a lead you found on Workshop.

What I'll be doing for you

I'm finding you the best freelance leads on the web

I use a little bit of custom software and a ton of elbow grease to go through the web and find you new opportunities.

Tools I use to find, qualify and nurture your future clients:

- A custom-built web application
- A gigantic list of the web's best freelancer sites
- A full team of prospectors
- and more levers and systems to keep track of everything everyday.

What you're really buying

The amount of time you'll be saving by having me do this for you. On average you'll save over 10 hours per week. This is not an exaggeration.

Taking into account what you pay, and a normal freelancer's hourly rate that's a 5-10x savings. As soon as you land a single client, this service will have paid off for years. Let's make that happen as quickly as possible.

What makes a good lead?

A good lead boils down to someone who needs a problem solved. It doesn't matter what your specialty is, if you can solve a problem for a client they don't care if you do it in ruby, php, or klingon. If you see a

low-competition lead ² come in, that means someone has come directly to Workshop to hire a freelancer. These are usually the best leads I send because there's almost no competition.

Besides those, every lead I send is 100% gluten-free, organic, and grass-fed³. What I'm trying to say (poorly) is that every lead I send you was found in a public place.

They're people actually looking for a freelancer right now. This means they're clients who realize they need help and already have a project and price in mind. This makes them much better than "cold leads" who a lot of freelancers contact out of the blue, without knowing if they're even interested.

What you won't get

Let's cut the crap for second. You are never going to receive the absolute ideal client from me. Why? Because the perfect client doesn't exist. There will never be a lead that checks off every thing you want to see in a client. The truth is you create ideal clients by working with them. By educating them. By demanding them.

Freelancers get hung up on the fact that they specialize in X and forget the fact that this means nothing to 99% of people on earth. Often clients don't understand the difference between Wordpress, Ruby, UX or Klingon.

It's your responsibility to decide what the right solution is, regardless of what they're asking for.

² These leads will be labeled with a green '**Low-Competition Lead**' indicator

³ Sorry if you're hungry now.

Before you reply to a lead... read this

Consider for a second that it must be tough to be a client.

They're tossed into the web world that even professional designers and developers don't fully understand.

They hire someone to create, in a few weeks or months of work, something that their business will depend on every day, forever.

Long after you are working on the next project, they're still using with what you made for them.

We've all heard client horror stories shared on Twitter or websites like Clients From Hell that tell the side from a freelancer's perspective. Now it's time to share the other side.

My friend Loren owns a sushi catering business in Oceanside, California. It's called the Sushi Bus, because every weekday, he packs up his business and drives somewhere new to sell sushi.

It's a small business, but he's able to live off the money he makes. His typical work day is 12 hours long. He works 12 pm - 12 am. He doesn't have much free time.

Instead, his team of chefs focuses solely on the art of sushi. They masterfully infuse Mexican, North American, and Vietnamese recipes into their dishes. They are true masters of their craft and dedicate more time to their work than any freelancer I've known. Loren barely has time to check his email.

Still, it's a thriving business. Dozens of people ask every day how they can find out where the Sushi Bus will be next. Customers literally pull out their phones and hand them to Loren, asking to follow the Sushi Bus on Twitter. The problem is, they don't have an online presence. The Sushi Bus isn't on Twitter.

So, Loren decided to change that. He did some homework and researched how to get a website built. He posted the job on a freelance board and was soon inundated with replies from website designers and developers.

Unfortunately, he couldn't tell them apart. Every email included portfolio and website links, resumes, phone numbers, and more. The applicants used words like conversion rate, wordpress, pixel-perfection, content, online presence, and email marketing. Words he didn't understand.

Some of the emails were so long that Loren didn't even have time to read them. He was left contemplating his options. He didn't know what to do.

Had even one freelancer mentioned how a great website could open new doors for his business, Loren would have been interested. All he needed to hear was that a mailing list would instantly tell hundreds of hungry fans where to find his bus during their lunch breaks - and he would've happily opened his wallet, knowing he would make the money back every time he sent out one of these emails.

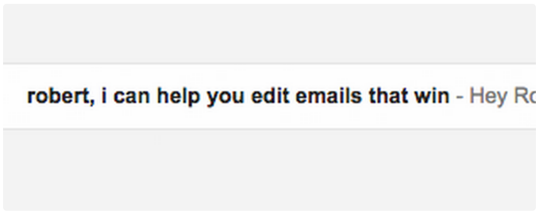
See, Loren knew a website could help, but he didn't know how. He didn't know, because no one told him.

Instead, all the freelancers spoke a foreign language. He felt excluded. He felt like an outsider. His business, his livelihood, and his potential all suffered that day. If you replied to his job post, you missed out on a great client.

But what's the right way to email a lead?

Use my Cold Email Checklist:


Staring at a blank screen can lead to horrible emails. Before you hit send, apply the following rules to maximize the chance of hearing back.



robert, i can help you edit emails that win - Hey Rc

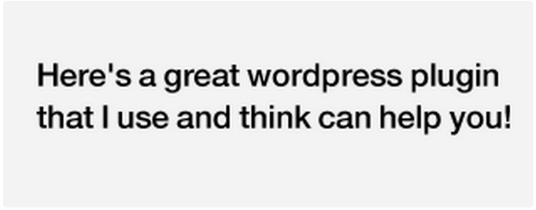
✓ The subject line should be so specific it could only be sent to one person in the world.

This will make sure your email gets opened because busy people look to remove spam first.



✓ The length of a cold email should be under 120 words.


Busy people don't have time to read much. Make it simple, crisp, and get to the point.



Here's a great wordpress plugin that I use and think can help you!


✓ Your email should provide something of value.

Would you be happy to receive this email, even if you had no intention of hiring someone? Delivering advice or tips is an easy way to show you're on the client's side.



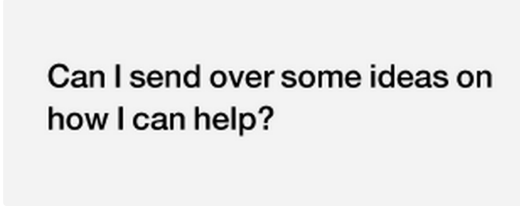
✓ Don't include links to your social media or portfolio.

A prospective client doesn't really care about your work... at least not yet. The only point of this first email is to get them to reply so making them click on your website, linkedin profile or portfolio doesn't help you.



✓ It should be easy to find the point of your email.

Someone using a job board probably has a lot of email responses and is more likely to scan and look for the next step. Make that part of your email easy to find. Bold it if you have to.



Can I send over some ideas on how I can help?

✓ The end of your email should be easy to reply to in seconds.

You don't want to give a busy lead more work. If the lead can say "sounds good" you're probably on the right track.

Your primary contact person is Julie



I like providing the absolute best service available anywhere. To do that I've built a world-class team that will work with you to take your freelance business to the next level.

Your personal email-writing and Workshop concierge is Julie Elster.

She's outstanding. She's written for me in the past, spoken at the Double Your Freelance Conference, and helps freelancers collect payments from deadbeat clients with her service: [Just Tell Julie](#). Strongly recommended.

If you run into any questions, need help thinking something out, or anything else, email her directly for the fastest response time:

julie@letsworkshop.com

My availability to you

As I mentioned in the last section, Julie is your main point of contact. I'm really excited to offer access to her. Her email writing services alone are worth your entire subscription cost.

If you want to reach me directly, I work Monday through Friday, between 9am and 5pm Pacific Time. If you email me outside of those times, I might not respond as quickly. Also, I only meet during business hours.

Like everybody, I also take vacation from time to time. You will continue to receive leads when I'm on vacation as long as it's not a national holiday. Expect no leads on American holidays and intermittent availability.

Lastly, I want to hear about everything you like and dislike about Workshop. Clients like you are my lifeblood and it's crucial to hear what you think.

Email me at robert@letsworkshop.com or call me at XXX-XXX-XXXX.

Looking forward to having you as a customer!

Regards,

A handwritten signature in black ink, appearing to read 'Rob Williams', with a stylized, cursive script.

Robert Williams