

## ■ 30 Din ka Roadmap (Client Laanay ke liye)

### ■ Phase 1: Foundation (Day 1 – Day 7)

■ Objective: Platform ready karna aur pehli activity shuru karna.

- Day 1-2: Website ka client-side test karo → project posting simple aur fast ho. Dummy accounts banao (10 freelancers + 5 clients).
- Day 3-4: 15–20 fake projects post karo (different categories: web dev, graphic design, content writing, etc.). 10–15 fake proposals freelancers ki taraf se dalwao.
- Day 5-7: Social media pages banao (LinkedIn, FB, Insta, Twitter). Ek simple tagline banao → 'Find freelancers easily – post your project for FREE!'.

### ■ Phase 2: Seeding Real Clients (Day 8 – Day 15)

■ Objective: First 5–10 real clients lana.

- Day 8-10: LinkedIn aur FB groups pe post karo: 'Need a freelancer? Post your project free on [Your Platform Name].' First 20 clients ke liye 0% commission + free posting ka offer announce karo.
- Day 11-12: Local businesses ko target karo (shop owners, startups, agencies). Example: Logo design, website update, data entry.
- Day 13-15: 2–3 clients ko personally approach karo → khud unka project post karke freelancers ko apply karne do.

### ■ Phase 3: Growth Kickstart (Day 16 – Day 23)

■ Objective: Trust build karna & visibility badhana.

- Day 16-18: Google Ads / Facebook Ads run karo small budget (PKR 5k – 10k).
- Day 19-20: Website pe 'Success Stories' section add karo (dummy ya pehle ke projects ke screenshots).
- Day 21-23: Referral program launch karo → Client ko discount / free posting credit mile agar wo new client invite kare.

### ■ Phase 4: Scaling & Retention (Day 24 – Day 30)

■ Objective: Repeat clients lana & long-term growth secure karna.

- Day 24-26: Newsletter / Email marketing start karo. Weekly 'Top Freelancers' + 'New Projects' list bhejo.
- Day 27-28: Partnerships: Training institutes, universities, coding bootcamps → students ko freelancers banwao, teachers ko client.
- Day 29-30: Analyse karo: Kitne projects aaye? Kaunse category me sabse zyada demand hai? Jo kaam kar raha hai uspe double down karo.

## ■ 30 Din ke Baad Expected Results

- Platform pe 50+ projects (20 fake + 30 real).
- 10–15 active clients (jo repeat karenge).
- Freelancers ko lagay ga yaha pe real work mil raha hai.
- Clients ko lagay ga yaha pe response fast aur cheap hai.