

THE FREELANCER'S GUIDE TO GETTING CLIENTS

Course Module:

Introduction

Join Private FB Group

The Foundation:

- Audience Research (Part 1)
- Audience Research (Part 2)
- Audience Research (Part 3)
- Niche + Ideal Client Avatar
- Survey Strategy
- Example of Ideal Profiles
- Industry/Market Research
- Ideal Client Avatar Profile
- Competitor Research
- Offer Creation

Before start Marketing

Getting Clients:

Client Acquisition Roadmap

Cold Email Domination (A-Z)

- Why Cold Email?
- Setting up the system
- Email Warm-up
- Email sending strategy
- Finding your target audience
- Writing your offer and Email Scripts
- Personalized Cold Email Secret
- Follow Up
- Lead Generation
- Setting up your first campaign
- Campaign optimizations

Social Media Foundation:

- Social Media Roadmap/Funnel
- Social Media Marketing Strategy
- The Social Outreach Process
- Social Media Content Calendar
- Cold Messaging Hacks

Social Media Channel:

- 1) LinkedIn
- 2) Facebook
- 3) Instagram

Bonus:

Goal Setting

Email Template

Project Management

Payment system