30 Days To Data Clients

Freelance Data Business Quick-Start Workbook

This is a 2-part mini-training on how to lay the groundwork for a freelance data business in just 1 hour. In part one, you'll define what you do and the minimum amount of money you need to charge. In part two, you'll build a quick-start offer.

Section 1: Define Your Title & Base Rate

Instructions: Attempt to complete the following **6 steps** in only 10 minutes. Use the tables provided to document your work.

1. Think about the various skills you have, and things you are already good at doing. In the box below, write out a list of 10 different keywords that describe those skills.

2. Go to Upwork and search its public job listings (*no need to create a freelancer account*). Plug-in your keywords from Step 1, and jot down how many jobs Upwork has for each of those keywords.

3. Take the top 3 or 4 keywords that are most in-demand (*from your Upwork search*), and translate each into a set of 3 or 4 corresponding job titles.

4. Go to Indeed Salaries and search for salary information associated with each of these job titles.

   a. If you can't find salary data for your keyword on Indeed, also try:

      i.   [Glassdoor Salaries](#)

      ii.   [LinkedIn Jobs](#) All Filters > Salary

5. Review your list of titles and salaries. Choose a title that is the most in-demand, profitable, and enjoyable for you to deliver upon.

KEYWORD THAT DESCRIBES YOUR SKILL	GENERAL KEYWORD	UPWORK JOB COUNT	EMPLOYEE JOB TITLE	JOB TITLE SALARY
Recommendation engines	*Marketing Data Science*	163	*Marketing Data Scientist*	$113,156

6. Identify how much employees are paid to do that work, and then use that rate as a basis to calculate your minimum contractor base rate.

   NOTE: This base rate will be used to calculate the cost of your package. It should not be used to sell services by the hour.

Hourly Take Home Pay For Employees (After 33% Removed For Taxes):

$$Employee\ Hourly\ Rate\ =\ (Average\ Yearly\ Salary\ \times .66)\ \div\ 2080\ Working\ Hours\ Per\ Year$$

Type your answer here...

Minimum Contractor Base Rate

$$Contractor\ Minimum\ Hourly\ Rate\ =\ Employee\ Hourly\ Rate\ \times\ 2$$

Type your answer here...

Section 2: Build Your Offer

Instructions: Attempt to complete the following **6 steps** in only 10 minutes.

Live: Taking a volunteer.

1. Consider then describe... how *could you* group or use the same asset(s) to generate a lot of extra value for multiple clients in a way that only requires you to spend 4 hours or less per client?
   a. Example: Consulting + [PDFs, Workshops, Mini-Courses, Tutorials, Toolkits, Templates, Calculators, Checklists, Slide Decks, Calendars, Workbooks, Etc.]

> *Type your answer here...*

2. Who, exactly, do you want to sell this offer to? Where do they hang-out online?
   a. TOTALLY FICTITIOUS EXAMPLE:

   Jane Smith (https://www.linkedin.com/in/jane-machattie-smith/)

> *Type your answer here...*

3. Consider then describe... What is the end goal / big result transformation that your client gets if they purchase the above?

> *Type your answer here...*

4. What exactly *will* your client get in exchange for their money? List as many tangible assets you can possibly provide them. Also list the end result. **DO NOT DETAIL THE NUMBER OF HOURS YOU WILL SPEND.**

Type your answer here...

5. In the box below, write how many hours it will take you to deliver the project + handle the admin, emails, invoicing, etc? (note: you want this to be less than 5 hours total)

Type your answer here...

6. Use the contractor minimum hourly rate you calculated above, and the number of hours required to deliver this package, to ***calculate the minimum lump-sum cost of your package***. Write the answer in the box below.
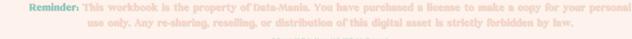
Type your answer here...

7. Create a ***catchy name*** for your offer. Write it in the box below

Type your answer here...

8. ***Finalize your offer***. Describe who it is for, what's the transformation, what's the price, and exactly what they get when they purchase the offer.

a. Example:

30 Days To Data Clients Is A $97 Mini-Course For Data Professionals Who Want To Land Their First Freelance Clients In 30 Days Or Less.

Type your answer here...

9. Define your **transformation statement**. Describe who you are, who you help, how you help them, and your claim to fame.

a. Script:

Hi, my name is [YOUR FULL NAME] and I help [YOUR IDEAL CLIENT'S TITLE]s to [END GOAL OF YOUR PACKAGE] by [THE TRANSFORMATION YOUR PACKAGE DELIVERS].

b. Example:

I'm Lillian Pierson and I help data professionals become world-class data leaders and entrepreneurs. To date I've educated over 1 Million data professionals worldwide.

Type your answer here...