

# **The Shortcut to Getting Paid Your Desired Freelance Rates Even If You Don't Have The Experience, Credentials, Or Portfolio**

*“The secret to succeeding in business is actually the same as it was 100 years ago...  
...Find out what people want and give it to them...”*  
- **Ryan Levesque**

## **Land your First (Or Next) Premium Freelancing Client By Making Sure Your Foundation Is Solid...**

1. Your Ideal Client
2. Their problem
3. Your Value

**Identifying your IDEAL CLIENT allows you to easily know who  
you'd want to connect with and where to find them.**

Who's your market?

Where do they hang-out online? (FB, LinkedIn, etc)

Where do they hang out offline?

Are they easily accessible?

If not, can they be reached affordably?

Do they care about what your service can bring?

Do they generate enough revenue to pay your fees?

If not, do they have existing assets you can use so they can pay your fees?

What content do they consume online?

**Knowing their PROBLEM allows you to have insight into their wants, emotions, and their biggest struggle.**

What keeps them awake at night?

What's their single biggest struggle?

What's their immediate, acknowledged and pressing problem?

Are they paying to get this solved?

Do you give a damn about their problems; apart from the fact that solving it might make you some money?

**And knowing the VALUE you provide allows you to 'custom-fit' your solution based on their biggest problem.**

Are the benefits of the service you provide can be measured quickly?

Does it affect their revenue?

Does it increase their leads?

Does it affect retention?

Does your service offer the opportunity for repeat or ongoing business?

Are you well qualified to perform in this proposed specialty?

If not, can you quickly become so?

We'll talk more on how to answer some of these questions inside my upcoming Freelance Movement Tribe program.

But for the meantime...

## Don't make this mistake!

Most people try to make others see how awesome their service is. They always try to 'create' demand.

### EXAMPLE:

People selling chatbots or social media services when most prospects don't even know what it is.

A **struggling freelancer** would try to sell how awesome chatbot and social media are and how it's the next best thing since sliced bread.

The **mediocre ones** will try to wow the prospects with case studies, portfolio, and testimonials from people who worked with them.

The **best ones**, however, know for a fact, that most of their prospects are not even aware of how it works.

So instead of generating demand for something people don't even know they want (*which is almost impossible*)...

They tap on the existing WANT every business owner has — more leads AND sales.

Only then do they position their service as a way to give their prospects what they want.



