

# 7 FIGURE FREELANCER



**ProFreelancer**

# Getting Started

## 1. Freelancing - Introduction to side hustles & full-time freelancing

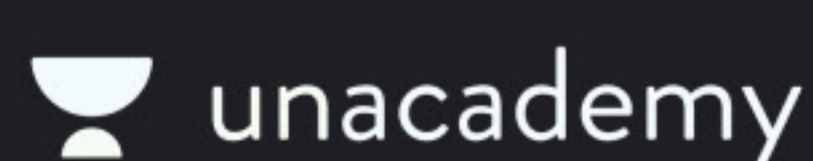
- Intro to the course and side hustles
- Story behind the course



# Business & Marketing

## 1. Getting your first client & scaling to 7-Figures

- How did I get my **first client** as a freelancer, and then how did we get it at OWLED?
- The **DIF** Sales Framework
- How to make a **sellable freelance offering** from a skill?
- How to find your **competitive advantage** (& how not to)?
- Story Time - How did OWLED crack **CRED, Unacademy, Disney+, TATA** and many others as clients?



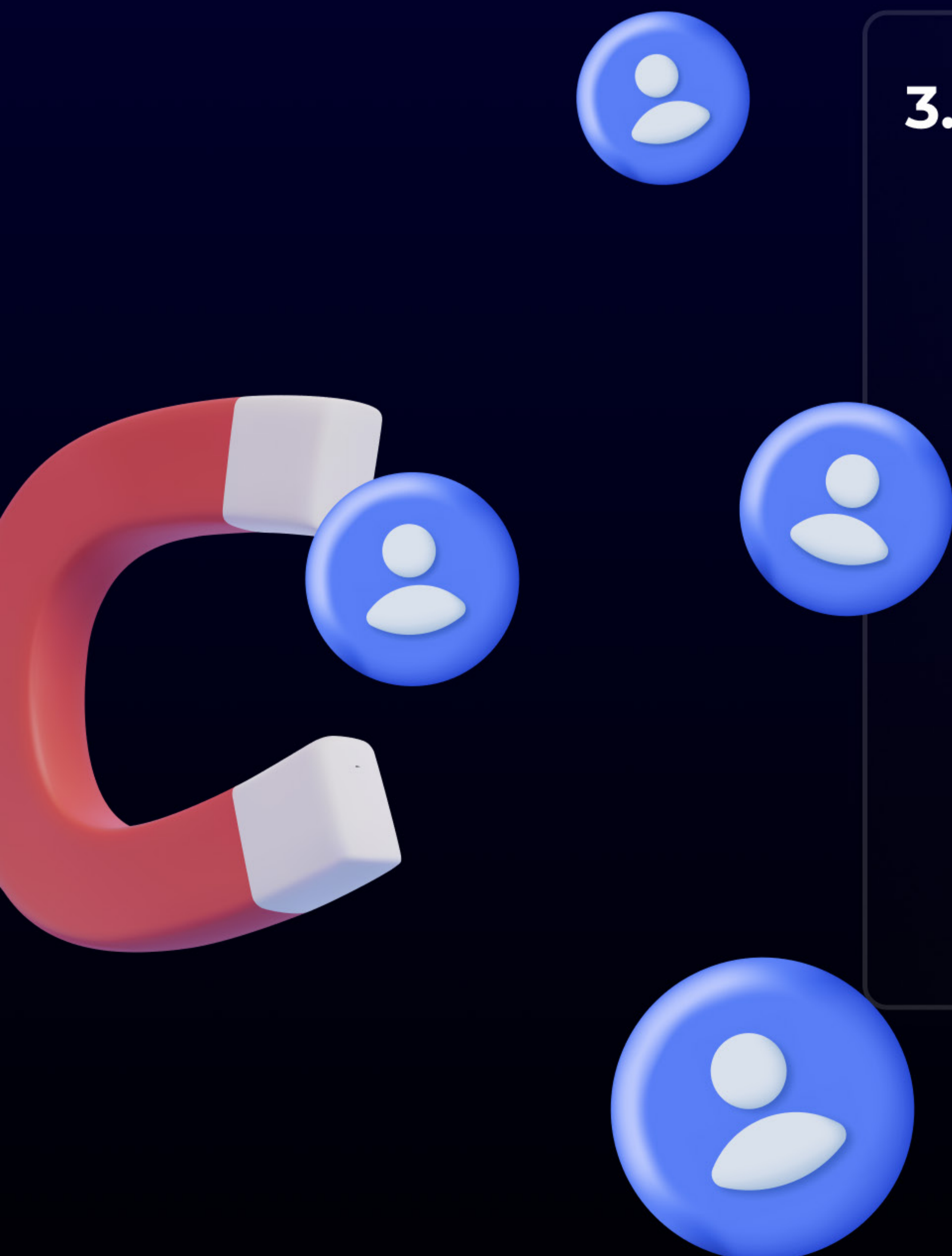
## 2. Pricing

- Psychology of a high-ticket purchase (**P3 Framework**)
- Finding out the **intrinsic value** of your work (important)
- Trust & social proof
- Cracking your **bragging rights**
- How to **price & price packaging**
- Skill drill



## 3. Generating Leads

- Understanding lead gen
- Cracking lead generation through **advanced LinkedIn hacks**
- Creating the **Trojan Horse portfolio**
- The **dream client checklist** & cracking them
- **CRM template** to manage your leads and outbounds included
- Skill drill





#### 4. Outbound Reachouts

- The winning outbound client **acquisition strategy**
- The secret **cold emailing system & structure**
- Template for cold emails + messages
- Learning **professional email etiquette**
- Creating your cold email + messaging funnel
- **BONUS** - How to grab the dream client's attention
- Skill drill

#### 5. How to Pitch Yourself & Take the First Call

- What do **clients WANT** to hear
- How **not** to position your solution to your target client
- The **3 Ks** of customer success
- The extra call (most freelancers don't do this)
- **BONUS** - Sample conversation between client & freelancer



6. **Template - 5 different types of proposal templates on Notion**

7. **Tools you need to scale your freelance business**

# Service Delivery

1. **Creating a fool proof client onboarding system**

2. **How to never lose a client**

- Client **retention** v/s client **acquisition**
- Revenue compounding
- **4 Cs** of communication
- What is **business professionalism**, & why is it critical
- **Hospitality & attitude** matters (with real life example)
- Saying no to saying no
- How to be **diplomatic** (and when not to be)
- **Personal touch** matter (& why?)
- **Post-delivery process** to get 2x more clients



### 3. FAQs - Covering the most relatable client situations

- How to deal with a client that thinks **they know more than you?**
- How to **leave a client nicely?**
- What do you do when a client gives you **less work** after you **raised your rate?**
- A **client's client** reached out to me, what do I do?
- What if the client **refuses to settle outstanding invoices?**
- Should you work with **friends/family?**
- Do you continuously **look for new clients** or **focus 100% on your regular ones?**
- and more..



### 4. Template - Sample contracts

### 5. Helping > Selling - The 7-Figure Sales Mindset

### 6. Do good work, tell people

- The ultimate and most underrated **sales hack**