

How to get 10 new freelance clients in 30 days

STEP 1: KNOW YOUR NUMBERS

Answer these questions to find the average number of pitches it takes to land one client!

Q1: How many client pitches do you make every month?

This number should be the total number of clients you attempt to close a deal with in a given month.

Q2: How many new clients do you close each month?

If the number is less than 1, then do the math to figure out the decimal. For example, if you sign a new client every 3 months, the monthly answer would be .33.

Q3: What's your current close rate?

The answer to this question is found by dividing the numbers you got from Q2 by Q1! Example: if you make 20 pitches every month (Q1) and you get 2 new client each month (Q2) then your current close rate is 0.05 (2/40) or 5%.

Q4: What's the average number of pitches it takes to land one client?

To determine the answer, use the numbers above to fill in the following formula with the answers above: The percentage you got for Q3 multiplied by the number you got for Q1 equals the average number of pitches it takes to land one client!

And voila! You have the average number of pitches it takes to land one client!

STEP 2: MAKE SMALL CHANGES

After finding the average number of pitches it takes to land one client, you can start to take steps to increase that number! You can do this by:

- Increasing the number of pitches you make a month
- Increasing your close rate
- You can improve in salesmanship, audience targeting, or deal closing to increase your chances of getting more clients!



STEP 3: INCREASE YOUR CLIENT OUTREACH

Another option is to increase the number of clients you're reaching out to. Here are a few tips on increasing your client outreach:

- Dedicate time each day for outreach by setting time on your calendar everyday to dedicate to sales outreach
- Use software to scale your outreach efforts. Do research to find what sales software or CRM is right for you.
- Hire someone else to help with outreach to assist with basic tasks like email outreach or a marketing expert that can fully manage your efforts.
- Become an expert in SEO to maximize those inbound leads. There are courses like this one that can help you become an expert in no time!
- Decide (and circle!) which of these methods you want to try to increase in client outreach!

STEP 4: BECOME AN EXPERT AT SELLING

In order to improve your close rate, the best way to do this is to simply become better at selling. You can do this by understanding your target audience better by asking questions to reveal their pain points, sending more effective emails (this is a great course for beginners!), and getting on the phone to call leads up.

Congratulations! Now, you have all the necessary tools to help you land 10 new clients in the next 30 days or less! Happy selling!

