

# How to Attract and Land More and Better-Paying Clients (Pt. 2)

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In the first video, I explained why the accepted wisdom and attitudes about attracting and landing quality clients are completely WARPED.

I talked about four common but dangerous assumptions that are holding back thousands of freelancers. And I explained why these assumptions are misguided.

Video #2 was all about the three essential pillars your marketing strategy must be based on in order to begin attracting and landing the types of clients and projects that will get you to the Trusted Expert level.

We've received close to 100 comments on these videos over the past week. Thanks so much for your questions and feedback. And thank you for forwarding this information to your colleagues! You guys are awesome!

If you haven't watched the first two videos (or read the PDF versions), make sure to go check it out now. Because not only does this training video build on those other two, but also this whole training series will come down Monday night, August 22<sup>nd</sup>!

In this video, I'm going to show you a step-by-step formula for communicating your value to your prospects and clients—and how to do it in a way that gets them to really pay attention to you and to hire you at the rates and fees you deserve.

## How Are You Positioning Yourself?

Here's the harsh reality: The crazy-busy prospects of today have a very, very short attention span. Essentially, you have about 10 seconds to capture their attention in any marketing communication—whether that communication happens via email, a letter, a phone conversation, a visit to your website or a face-to-face conversation at a networking event.

That's why you have to give some serious thought to how you're going to **position** yourself. Don't let the term scare you. "Positioning" is just a fancy term for how you're going to talk about yourself and your value. And you do that by describing the following:



- What you do
- For whom
- Why you're different
- What relevant value you bring to the table
- And/Or... whom you've worked for that's worth mentioning.

Let's run through each of these elements in more detail.

### *What You Do*

The first part of your positioning is defining what type of work you do (what type of work, or what types of services). And out of all those services, what one, two or three services are you really known for among your clients? In other words, when clients think of you, what types of services do they typically think about?

In my case, I write all kinds of copy and content for business-to-business marketers. Everything from white papers to case studies, web copy, articles, lead generation emails, direct mail—you name it. But my specialty is white papers, case studies, and bylined articles.

By the way, this is probably a good time to make the distinction between “target market” and “niche” or “specialty.” A target market is a defined group of prospects you often go after: hospitals, food companies, heavy equipment manufacturers, authors, local specialty retailers. But a “niche” or “specialty” is more about what you're known for. So yes, I write white papers to case studies, web copy, lead generation emails, brochures and direct mail. But what I'm REALLY known for is white papers, case studies, and bylined articles.

### *Types of Clients You Work For*

Next, what types of people or organizations do you typically do this work for? In other words, what's your target market? What type of organizations do you typically work with?

In my case, I typically work for software companies—and specifically enterprise software companies. So here again, this is more about target market and not so much about “niche” or “specialty,” which is what you defined in the question above.

### *Why You're Different*

Next, why and how are you different? So, for your target market or markets, what makes you a better choice than *most* of your competitors?

In my case, I could have gone in a few different directions here. But when I was starting out and didn't really have much of a track record as a freelance copywriter, I leveraged my work background. Specifically, my software sales background, experience and track record. I would talk to prospects about how I



brought my street-level sales experience to bear in my marketing writing. I explained how I approached copywriting from the viewpoint of the people who would benefit from it the most—the sales team.

That message helped me stand out in a market filled with *very* knowledgeable and seasoned writers who may have had more experience writing but little to no experience doing real face-to-face selling. To some people in my target audience, this distinction is clear and meaningful.

By the way, keep in mind that the idea here is not necessarily to figure out why you're different from EVERYONE. That's a common mistake. Your goal is to describe what makes you different from MOST.

### *The Value You Bring to the Client Relationship*

Next, what value do you bring to the table? And how can you express that in a way that means something to your prospect?

There are a couple of ways you can approach this. If you work in a profession where you can measure results fairly easily—and where delivering tangible and measurable results is important or would make a real difference in your prospecting efforts—then I would encourage you to dig up those metrics and incorporate them into a value statement.

So, for example, say you're a freelance accountant. You could say that you typically help clients save an average of 12 to 17 percent in tax liability by uncovering hidden deduction opportunities that are completely legitimate and legal.

The other approach will be more appropriate if the kind of value you deliver is harder to measure. And it basically involves using "softer" (meaning less tangible) benefits or value statements. For instance, maybe you're a web designer. And you know from client feedback that your web design is of such high quality that your clients are constantly talking about how much better their website is converting. Or how many more comments they get from prospects and customers about how great the site looks. Or how much easier it is for their salespeople to close business because the website now makes the company look like a very established and financially sound company.

Notice that none of these statements include metrics. It's all anecdotal information. But that kind of information can still be very powerful. And the more detailed it is, the better.

### *Whom You've Worked For*

The next key point is defining whom you've worked for that may be worth mentioning? You may not have a lot in the way of documented metrics. Or you may not have much in the way of anecdotal results. But if you've worked for one, two or



more individual clients or organizations that would be immediately recognizable to prospects in your target market, that's pure gold!

Everything else being equal, that kind of distinction gives you immediate credibility. Which is a big reason, by the way, to focus many of your efforts in a specific target market, even if that market is fairly broad (such as manufacturers in general). Doing so allows you to leverage these client names and get more mileage out of them.

Think back to organizations you've worked with in the past and list as many as you can think of. Don't judge too much at this point. We're not necessarily looking for household names right now. We're merely creating a list we can refer to again later and pick names that may be appropriate based on whom we're going after.

## Developing Your Value Statements

The next step in this process is to take the answers to your questions above and start creating one or more value statements. A value statement is basically a statement that describes what you do, for whom, why you're different, the value you deliver and whom you've worked for.

Not all of these elements HAVE to be in place in order to have a strong value statement. But for now, your goal is to incorporate as many of these elements as you can into one or more value statements. Let me give you some examples...

*I help enterprise software companies write white papers and case studies that make it easier for salespeople to close more business. I'm a 12-year software sales veteran, so I bring a unique results perspective to the table. I've worked with companies like IBM, SAP, Salesforce.com and Cognos.*

So let's look at the elements I incorporated into this value statement...

- Does it explain what I do? Yes.
- Does it explain for whom I do it? Yes.
- Does it explain why I'm different? Yes.
- Does it explain what relevant value I bring to the table? Somewhat.
- Does it explain whom I've worked for that's worth mentioning? Yes.

As you can see, it's sometimes hard to fit in all of these elements. That's why I suggest you create several statements and variations on those statements. For instance:

*I help enterprise software companies write white papers and case studies that make it easier for salespeople to close more business. One of my clients, a marketing director at IBM, has publicly stated that I'm an indispensable member of her team and can pick up ideas and strategies faster than any outside expert she's ever worked with.*



- Does it explain what I do? Yes.
- Does it explain for whom I do it? Yes.
- Does it explain why I'm different? Somewhat (it's mostly implied).
- Does it explain what relevant value I bring to the table? Yes (implied).
- Does it explain whom I've worked for that's worth mentioning? Yes.

Let's take another example:

*I'm a seasoned designer who works with food and beverage companies to create new and fresh packaging designs that truly get noticed. My designs have won a number of prestigious awards, and I've worked with very successful small and regional producers all the way to global brands such as Stonyfield Farms, Odwalla and Horizon Dairy Farms.*

- Does it explain what I do? Yes.
- Does it explain for whom I do it? Yes.
- Does it explain why I'm different? Yes.
- Does it explain what relevant value I bring to the table? Somewhat.
- Does it explain whom I've worked for that's worth mentioning? Yes.

*I'm a videographer who helps business in the Atlanta tell their story more effectively and through a more engaging format. Recently I created a demonstration video for a local specialty manufacturer that helped increased their sales by more than 23% in less than two months.*

- Does it explain what I do? Yes.
- Does it explain for whom I do it? Yes.
- Does it explain why I'm different? Yes (implied).
- Does it explain what relevant value I bring to the table? Yes!
- Does it explain whom I've worked for that's worth mentioning? No (but that's OK; we have at least four of the five elements covered).

I can't stress this enough, folks: The world is NOT looking for yet another designer, copywriter, translator, photographer, software developer or social media consultant. Hanging your shingle alone is not going to do it. Telling everyone about all the things you do isn't going to do it either. There's way too much noise in the marketplace today.

The only way to cut through that noise—the only way to capture the attention of today's crazy-busy prospects—is to communicate your value in a clear and relevant way. And to apply the strategies I've covered in this training series.

## **This Problem Affects Much More Than Your Pocketbook**

I don't need to tell you how critical it is to get out of that feast-or-famine cycle as quickly as possible—and why it's so important to start moving out of the bargain-basement and the Vendor levels of the Freelance Opportunity Pyramid we discussed in the first video... and into the Trusted Expert level.



Aside from the obvious reasons for doing so, when you struggle to land good-paying work, it's not just your pocketbook that gets affected.

It's also hard to deliver good work or enjoy what you do. It creates stress, resentment and desperation. It causes you to take on whatever comes your way. It often causes friction in your personal life. And it sucks the joy and creativity out of your work.

Maybe you've read some good books or articles on how to break out of this cycle but just weren't sure how to best implement the ideas.

Or you've looked into getting some coaching but can't yet afford the hourly rates for one-on-one work.

So what are you supposed to do?

I know the feeling. As I mentioned in the first video, I've been there myself — more than once! That's why as soon as I saw how severe and widespread this client-attraction problem truly was within our freelancer community, I felt compelled to do something about it.

Over the last two months we've been working on a solution here at the Academy. And it's finally almost ready to go.

It's called...

## The Client Attractor Lab



The Client Attractor Lab is a private membership site within International Freelancers Academy. Its sole focus is to help you attract and land more and better-paying clients. And to do it faster and more cost-effectively.

**Why a 'Lab'?** Well, the idea came from my college days. Back then, “labs” were my favorite classes. It's where we rolled up our sleeves and applied what we'd learned.

It was an opportunity to ask questions, interact with classmates, share ideas, experiment with new approaches.



That's the same spirit behind The Client Attractor Lab.

So while the Academy will continue to be a source of rich and actionable content, the Lab is where we'll really get to work on generating more new business... faster!

In fact, the sole purpose of the Lab is to help you attract and land more and better-paying clients and projects — regardless of what you do as a freelancer.

Again, it's not quite ready to go. We're still putting the finishing touches on it. But it includes the following 4 components:



**First is an online members-only forum.** This is a great resource for getting feedback from me and from other Lab members. As well as an ideal place to share ideas and accomplishments... get answers to difficult challenges... find accountability partners... and get support and encouragement.

**The second component is a series of monthly coaching calls.** Every month at the Lab we'll also have a live coaching call. You'll get to ask me (and occasionally a guest expert) questions about your specific marketing, prospecting, sales or pricing/quoting challenge or situation.

This is an opportunity to get sound advice and feedback without paying the full price of a one-on-one coaching session, which in the case of my hourly coaching sessions and that of my expert guests, runs anywhere from \$150 to \$300 an hour.

**The third component of the Lab is a monthly teleseminar.** Growing your knowledge base is one of the most important investments you can make in your solo business. And our monthly teleseminars provide you with the in-depth, actionable training you need to attract and land better-paying clients.



Plus, you have access to our growing library of teleseminars. Each comes complete with transcripts, handouts (where applicable) and MP3 files for your computer, iPod or other MP3 player.

In fact, Lab members get instant access to **more than 7 hours of these in-depth seminars that we've already archived**, along with full PDF transcripts and handouts (where applicable). These seminars include:

*Smart and Painless Selling for Freelancers*

*How to Negotiate Better and Smarter as a Solo Professional*

*How to Create Income-Boosting Service Packages and Retainer Agreements Your Clients Will Love*

*How to Use LinkedIn as an Effective Client-Attracting Tool*

*How to Generate New Business by Delivering Talks to Organizations and Professionals Groups*

...among others!

**Finally, as a Lab member, you'll also have full access to our resource library of:**

- Training episodes
- Interviews with successful freelancers
- Mini how-to guides
- Checklists
- And other helpful tools for getting better clients and higher fees

What benefits can you expect from being a member of our Client Attractor Lab?

- For one, this is a **place you can turn to when you have specific questions** about marketing, prospecting, sales or pricing/quoting challenge or situation
- **A fun, smart and committed group** of freelance professionals in a variety of fields
- A great place to **network and make connections** with people who can help you
- You'll have opportunities for **potential partnerships and cross-promotion** with complementary freelancers and service providers
- **You'll gain new, fresh, smart, proven and practical ideas** for attracting more and better-quality clients





- **The ability to get feedback** on a prospecting, sales, or quoting challenge from others who may have tried similar approaches
- **Inspiration when you need it most**, from seasoned pros who have overcome great challenges through hard work, persistence and smart strategies
- **It's an opportunity to help you with accountability** — you'll have access to a group of peers who will help you stay on track and accountable to yourself
- And you'll get sound advice for **a fraction of what you'd pay to work one-on-one with a coach**

## Now for the bad news...

The Client Attractor Lab is a very interactive and hands-on membership program. Because of that, we're not looking to pack a football stadium here. We're not looking for thousands of people. Instead, we're looking for a select group of committed professionals to join our existing Lab members.

I'm talking about people who take fast action and are truly committed to turning their businesses around by attracting better, more lucrative clients and projects... people who are willing to implement new ideas and approaches... and who don't mind getting their hands dirty... and their beautiful white coats stained a bit.

After all, it's a lab. And things can get messy when you're trying new things and mixing new ingredients.

Because of that, registration to **The Client Attractor Lab will be open to new members for a few days only starting early next week.**

***After that, the Lab will be closed to new members until 2012.***

So if this sounds like something you want to be a part of, stay tuned. I'm going to be sending out an email the day before we open access that will explain exactly how we're going to get started and where you can go to learn more about the Lab.

So, again, I hope this training series has been helpful. It hope it has served you. And please... if you have any questions or comments, go ahead and post them below so I can get started answering your questions.

I'm looking forward to announcing this exciting program in a few days. Until then, have a wonderful day. And I'll see you in the comments area.



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