

Andrew: This session is about how to create a freelance business for yourself and it's led by Daniel DiPiazza. He is the founder of Rich20Something.com, which teaches people how to start businesses using the skills they already have and build happier lives. I'm going to help facilitate. My name is Andrew Warner. I'm the founder of Mixergy, where proven founders like Daniel teach.

Daniel, good to have you on here.

Daniel: Great to be here. Thank you so much.

Andrew: Let me just point over to the big board before I even ask you the first set of questions here. The headline here, the topic is how to launch a six-figure side hustle. That's what you mean by side hustle. You mean you want to take someone who's at a job who hates the job or wants to try starting a business for whatever reason and show them how to start a freelance business on the side--not software, not hardware, not a team of people, just take their skills. Am I right?

Daniel: Yeah, dude. Take whatever you have in your head already, whatever you've been doing your entire life and turn it into something that makes you more money than you're making at your other job.

Andrew: Okay. All right. Stuff you already know. Here is where you worked before you did all this. This is Longhorn Steakhouse. I see you've got your arm up in the air. I've seen your videos. They look so sad. It's you staring at a camera on your computer talking about people doing what. What are some of the things people used to do to you when you worked at Longhorn Steakhouse?

Daniel: So I started a video series when I was there. I was really frustrated. But people used to do crazy things to me. I've had people throw plates at my head. I think the worst, most depressing part of working at a restaurant in general is the fact that people won't stop eating. So I almost feel like I'm doing a disservice by giving someone their third or fourth little cup of ranch dressing, but I have to. That's what depresses me the most.

Andrew: You're saying if they want it, you have to give it to them, even if you think, "This guy does not need another ranch dressing."

Daniel: He does not need another bread basket. No.

Andrew: But it was more than that. This is what you looked like. It was just you looking miserable in the camera, hating life.

Daniel: Yeah. That happened.

Andrew: And in one of them, you said someone would throw their food at you and you talked about what happened there.

Daniel: Yeah.

Andrew: So here's the thing. That, to me, doesn't feel like you've got any marketable skills. How are you going to turn being a guy who works at Longhorn Steakhouse, who looks as miserable as you looked in those videos describing it into a skill that someone's going to pay you for in a freelance business that you can grow?

Daniel: Yeah. That's a good idea or that's a great question. The thing about working in a restaurant--now, I guess this is one of those things I'm sure our parents and grandparents will say, "I told you so," but I guess you learn lessons in every place that you go. So, for me, working at a restaurant, while I didn't turn that into a freelance business, I did learn how to talk to difficult people, which is a vital skill.

But I think what I had to do is I had to figure out, "Okay, what have I done before this? What do I have some experience in that I might be able to market?" For me, it was tutoring. I had done that in college. I realized, "This could be more than just a little side gig. I could make this into a serious thing."

Andrew: I see. All right. And you said, "I can't really do anything with restaurants. I can't become a freelance waiter. That's not going to make me money." In fact, let's go back to the big board. Here's something that's really important to you. It can't just be a small business. For you, you want to show people and you for yourself wanted a six-figure business. So obviously you can't be a freelance waiter and do that. So, instead you said you were going to go back and teach something you were good at, which was test prep. SAT is what you were especially good at?

Daniel: SAT and ACT.

Andrew: SAT and ACT. These are the tests that you have to take in order to get to college. How did you turn that into a freelance gig?

Daniel: Well, the one thing I should probably point out, when your listeners or anyone who's watching says--the natural inclination is to start immediately going to work, "What do I have? What type of skill do I have?" That's the immediate inclination. Then as you're watching this, you get frustrated because you can't think of a skill. Maybe just

watch this and then think about it afterwards.

But my advice would be don't try to think so far inside the box and don't think way outside the box. Try to think right next to the box, a lot of times. What have you done? What's tangential to what you're good at? What do you have some experience or interests in? That could be hobbies. That could be things that people always ask you for help for that you thought were insignificant. That could be job skills that you already use at work. So, those are some of the ideas that you can start with.

Andrew: Okay. How big did you grow this SAT stuff, this ACT, this test prep business?

Daniel: So in our best year--I did for three years--in our best year, we did about \$250k, so a quarter million teaching test prep is not bad. It was only me and one other guy.

Andrew: Before we recorded this, I said, "Show me your PayPal screenshot."

Daniel: Yeah.

Andrew: I'm like trust but verify, the old Regan adage. So, these are your PayPal numbers. I'm not fully able to prove that it's a quarter million or \$200,000, but I see the numbers are up there. You're clearly doing very well or you were doing very well. What I want to understand here, and we'll get into the step by step of how the audience can do it, what exactly did you do? How did you build an SAT--I keep saying SAT--a test prep business into a six-figure business? What were you doing?

Daniel: Okay. I'm going to tell you.

Andrew: I like that. "Hey, Andrew, you asked me this question three times. Every time I try to answer you interrupt me. Shut up and I'll tell you." All right. I will shut up and you tell me. Go ahead. I'll drink my water.

Daniel: So, the first thing I realized is that I used to teach test prep in college. So, they have this big company called Kaplan. Kaplan is this monster company. They're owned by Washington Post now. At the time when I was teaching with Kaplan, I was making about \$18 an hour. I thought that was pretty good money, man. I'm like, "Wow, \$18 an hour." My mindset back then was like, "That's almost three times minimum wage," which was obviously not the best way to compare your own salary to, but it's what I was thinking.

One day I went to a student's house and I don't remember if it was a brochure or if it was a receipt that I saw, but I realized they were paying like \$100 to \$110 an hour for

me to be there. And that pissed me off because I'm like, "Wait a minute. I'm doing all the work. I'm doing all the teaching. I'm driving out here. I'm doing all the communication with the students and the family. The only thing that Kaplan is doing is placing me in a house and taking 90% of my money."

So right off the top, I already knew that there was a market for my skills and that they were pretty well-valued. But what I didn't have in the beginning was a veritable way to get my word out there. I'm like, "Well, Kaplan is pretty big. There are lots of craigslist tutors. How do I rise above that?"

So what I realized was--and this is after doing some research and kind of working with Kaplan for a little bit just studying the industry--what I realized was that there in Atlanta, where I was at the time, there are private admissions coaches. So, if you ever see those kids who go to Yale and go to Harvard and you look at them and they're preparing since middle school. This is like a family affair. They're going to get into Yale and it's just a matter of how much work are you going to put in. We're talking about seventh graders that are prepping for the SAT.

What I realized was there was this small society of private admissions who help groom these kids--I'm using my hairbrush motion--that help groom these kids for these schools. What they don't do--so, they help them with their essays, they help package them, they help polish them, they help make sure they're doing all the right sports and all that crap.

But what they don't do is they don't teach test prep. When they teach test prep, they say, "Oh, you need to go to Kaplan or Princeton Review." I said, "Uh-uh." So, I went and found these guys and I said, "Hey, look, guys, I have a Kaplan pedigree," and they know that for me to teach at Kaplan I have to have like 98 percentile on my tests. So, I'm already verified there, just like you verified me. So, they know I have that pedigree.

I said, "Look, guys, I will come into your firm and you can white label me essentially. I can become a part of your organization but what I'll allow you to do is basically bring me in house and give your clients access to me as their private test prep coach. This makes you look good because now you have an additional service that you can add to your profile services. They don't have to go anywhere else. They love that." Plus whatever rate I charge them, I'll give them a percentage of the money. They love this because it gives them more prestige and it gives them obviously some monetary benefit.

So instantly--and I try not to overemphasize this--but literally overnight, I went from having no clients to a lot of clients who were like, "Yeah, we'll definitely do that." So, I went from like no clients to like, "Okay, I have 30 students." It worked just like that and we just kept rolling from there.

Andrew: Okay. Got it. The big point is you didn't have to build a big business. What you said to yourself was, "What did I do in the past that I could start to market as a freelancer? How do I build a business?" There are lots of other ways to do this. You have shown many other entrepreneurs to even get started. Many other, I would even say they were want-trepreneurs, you helped turn them into entrepreneurs, right?

Daniel: Yeah.

Andrew: And in this session, we're going to talk about how to do that step-by-step and we'll hear some of the stories of other people who you've helped do it. Why don't we start with the very first point which is to identify your skills. There. Identify your skills. Let's take a look at this text message exchange that you had with someone. I'm just going to go over to the web browser here.

Daniel: Isn't it great that nothing goes away in technology that I can still have these things?

Andrew: I know. This is a text message that you had with someone else. Who is this person and what are you guys talking about here?

Daniel: So that's actually my now good friend Xavier Major. Xavier--this is a really great example--he was formally a rep at Infusionsoft. I don't know if you want to tell them what Infusionsoft is for anyone who doesn't know.

Andrew: Email marketing and marketing automation in general software.

Daniel: Yeah. It's a software company that helps marketers send out emails. Infusionsoft is pretty complicated at times. It's a little bit advanced. He was working there and he was looking for a way to find some additional work on the side. He was trying all these different routes, like, "Maybe I should try to do software. Maybe I should do personal training." I'm like, "Bro, you don't need to do that. You already work at Infusionsoft. I know people need these skills because I need your help. Why don't you just do that?"

Andrew: I see. That's a really good point. You're saying, "You've got a job. You're already doing this. I want you to consider turning what you're doing for work into a freelance business." He still, then, has to find ways to get clients, figure out how to price himself. What other challenges is he going to have as he does this?

Daniel: So there are a couple of challenges. The first challenge, obviously, is

psychological. So, in his instance, let's say you work at Infusionsoft, I don't know how high the rate was, maybe it's \$25 an hour. The first mental barrier you have to overcome is that you can charge more than what someone pays you at your day job freelancing.

People say, "Oh, I get paid \$25 an hour at work. That's what I'm worth." There's all this overhead that comes from working at a big company that if you unshackle that, you can charge double, triple, quadruple that rate because your skills become very specialized. You don't have to worry about benefits, paying the managers, all that other crap. So, that's the first barrier. It's a psychological one.

Andrew: And we'll talk a little bit more about how to get clients, how to convince them that what they've got stinks enough that they need to go in and fix it or, as you say, that their baby is ugly. But I guess we should go back to something you said earlier, which is people need to think outside the box but not crazy outside the box. Can you give me an example of that?

Daniel: Right next to the box. Sure. Okay. So here's a perfect example. My girlfriend, she's a vet tech, right? So, she likes working with animals, obviously. But you can't be a freelance vet tech. No one is going to bring their sick dog to your house. It's ridiculous. It's probably not legal. But you like working with animals. So, why not spend your time walking dogs or doing pet sitting, which sounds weird.

But what you don't realize is especially when you're in an area that has a lot of dog-populated--I live in Santa Monica. There are a lot of foofey dogs, let's be honest. When you live in an area like that, there's actually a demand for that. So, that's right next to the box. It's not quite what you do for work. It's not way outside the box. It's related to your interests, but it's something that's more marketable.

Andrew: What's crazy out of the box that you've heard people think of?

Daniel: Okay. So an example of crazy out of the box--can I talk about this earlier, what we were talking about? So, another one of my students was just brainstorming ideas. And he's like, "Here's an idea I came up with. I want to help," I don't know how he phrased it. "I want to help entrepreneurs write difficult emails."

Andrew: That's what he emailed me with. I went in to see who introduced us. It's the guy who introduced us who shot me an email a few months back saying, "Andrew, I'm starting a business where I will help people with their difficult emails. Can I write your difficult emails for you?" That's what you're saying. It's a little too out of the box, a little too crazy.

Daniel: Yeah. I'm not going to say anything negative about Sonny, because I love him. But that might be too outside the box. It might be something that no one needs. The further you go outside the box, probably the less need there is.

Andrew: Okay. Let's go on to the next point because what Sonny did is actually right and it follows your framework. Next step is to make sure your skills are in demand. That is my hunch is what Sonny was doing. He didn't really start this whole business. He was just emailing me to say, "Andrew, do you have this problem to the point that you'd be willing to pay me to solve it?" And I emailed him back and I said, "I don't have any emails that are so tough that I need you to do it."

Meanwhile, I did hear an episode of Reply All, the podcast, where they did an interview with someone who built a business just like Sonny's, where all they did was write those tough emails to people. I just happened not to have that problem and if Sonny can't find other people who have that problem, then it seems like instead of verifying that his skills are in demand, he realized that his skills just weren't in demand enough. Your girlfriend is another person who did that. How did your girlfriend do that?

Daniel: Again, what I want to stress is when I talk about different business models--so I might talk about web design here. I might talk about test prep. I might talk about walking dogs. I might talk about training. Don't get too stuck on the actual skill set because all this is interchangeable. It's the overall framework that's important. So, don't get stuck and say, "Well, I don't animals," or, "I don't do computer stuff."

Andrew: Right.

Daniel: Don't get stuck on that. But what she did was she did a couple really cool things. The first thing was she wanted to verify that there was actually a need. Well, it's very easy. This sounds like a no brainer. But it's pretty easy to go on Google and do a local business search and to look for who your competitors are in your area to see if there's actually a market for this.

So what we did was I think we just typed in "dog walker Santa Monica." We got some interesting results. We saw a couple things. We saw that there were quite a few dog walkers in Santa Monica. So, not only was there competition. But we looked and they all had Yelp reviews. So, there's a market because there are a lot of them out here. We realized that they are making money, in fact, because they had 5-15 reviews.

Andrew: Why is it helpful when you see a search result like this that clearly shows there are dog walking companies in Santa Monica and they have high ratings? Why is that a positive?

Daniel: I'm going to blow your mind with this. Most people see this and say, "Oh no, the market is already saturated. I guess I can't be the sixth one." No, no, no. First of all, saturated markets can be valuable markets can be the best ones to jump into because if you can do something just a little bit better and different, you can stand out.

Since we look at that screenshot and we're like -- all right, I'm going to count them right here, one, two, three, four, five, six--six different dog walking companies. Santa Monica is not that big. They're all in the same radius. They're all getting customers. That means there are probably more dogs than dog walkers. There are a lot of dogs here, guys. So, we know that there's business. We see that this business is getting customers because they have dozens of reviews. So, we know there's money in this area. So, we validated it with like 30 seconds looking online and now we have to figure out how to make ourselves better, different, special.

Andrew: Isn't it harder if there are already businesses that are doing it, to now have to compete with established companies? Why is that a good thing?

Daniel: Competition--this is true about internet business. It's usually true about local businesses too. In some businesses, there might be a finite number of customers. But you have to realize a couple things. One, people, their loyalties aren't that strong. If there's a dog walker that clearly does a better job and has a better service, they're not like, "I'm so loyal to my one dog walker." So, customers will change different service providers. So, that's the one thing. The number two thing you have to realize is you're looking at the overall volume of customers.

So if there's competition, that means all the people before you have gone before you and identified there's a market. That's a good sign for you to jump in. I think it's more dangerous to try to be too innovative. Then we get to, like you were talking about, writing bad emails to people. No one wants to do that.

Andrew: I see. And you're saying if there are so many businesses here, it means there's a big demand. She's not trying to take over all their business. She's just trying to take some of this demand. If there's big enough demand, her taking less than one percent is not going to mean that she has to fight other people to get those few dozen customers. It just means that there are hundreds if not thousands of customers and her few dozen are going to be tiny in comparison.

Daniel: Exactly.

Andrew: So, Googling is one way to do it, to verify that your idea actually makes sense.

Googling, actually, and then the other way that we talked, which is what Sonny did, which is talk to potential customers and say, "Do you want to hire me for this?" Do you have a third way to verify that our skills are in demand?

Daniel: Yeah. One way to do it--and we might talk about this a little bit later--but one way to do is to think about yourself as already a business owner when you frequent other local businesses. So, a lot of times people will have skills--I guess we call this B2B--but when you have a skill, let's say you're a web designer or a marketer or a writer, and I'm just naming skills. You can come up with your own ideas.

But let's say you have a skill that will be particularly useful to another small business, when you're in that small business--so, let's say you're a patron and you already spend money there or you're just browsing, you can start to look for little ways where you can help or you can provide a service.

So, a good example would be let's say you're at like a local neighborhood store and you see they're putting out some ads outside and their copy is really bad and you're a good copywriter. And you're like, "Man, they clearly suck at copy. Maybe I could approach them and they could become a client." I know what I can do with my skill set, I can help them get more business. If you start thinking about things a little bit differently, you can start spotting opportunities many places that way.

Andrew: Okay. All right. Let's go to the next point. Now you want us to warm canvas as a way of finding our first client. You had someone who--actually, it was you who did that. What are we looking at here? Let me go over to the browser again. What is this series of emails between you and a guy named Roy?

Daniel: I love this. So I wanted to let you lead into this point because this is a perfect example of finding business in many different ways. So, Roy is my chiropractor. He's a great guy. Check him out if you're in Santa Monica. Essentially, he was looking to like up his marketing. One thing about most professions--so, doctors, lawyers, chiropractors are in the same space. Most professionals, they depend on a client stream. But one thing that they don't really realize is that most people who have a business have a skill set in a particular wheelhouse but in other wheelhouses might be completely ignorant. I don't say that maliciously, I just mean they just don't know.

So, for me, over the years, I've gained skill in marketing. So, that's not why I started, but it's what I've progressed to. So, what I've realized is that a lot of professionals might be good at what their craft is, but they have no idea how to get those skills in front of people. They don't even know how to get clients to come into the business.

So, I was getting adjusted by Roy. I was in there for regular treatment. We were just talking about work. He was mentioning that he was having some issues. He just wanted client flow. He wanted more people to see his work. I mentioned that, "Yeah, I do marketing online. I'm pretty good at that. I know how to get people to look at websites and I know how to get people to take action. That's something that I've been focusing on and studying." He emailed me the same day and was like, "Hey, I would love if you would give me some pointers on this stuff."

So, he started asking me some detailed questions. I don't think he was doing this on purpose, but he started asking me questions to try to extract some of that intellectual property from me. I said, "You know what? This is fantastic. These questions are great. I'd love to answer them, but this is probably best inside of a confidential client relationship. Think about it like this. If someone comes to you with a back pain, can you really answer their questions and fix their problem via email? No, they need an appointment. We should setup an appointment for this."

Andrew: I see that actually here in this email. Let me see if I can bring up the email.

Daniel: What did he say? Tell me what he said after that.

Andrew: Let me try this. There we go. It's a little bit fuzzy because we're zooming in on an actual email. But it's him emailing you and saying, "Daniel, here are some questions my web guy had for you. What's the strategy around SEO? Number two question--you mentioned in the plan about target market research, but note that there's no mention of specific content creation except for blogs and most importantly how your site is going to rank higher than other chiropractor sites, etc."

Daniel: He asked me specific questions.

Andrew: Right. So, you responded and you said, "All of these are really good questions and they require nuanced answers. The short doc I provided is just a general framework," etc. And then you say, "We can definitely explore the answers in detail and create an action plan that delivers on them, but it would be probably best in the context of a confidential client relationship."

"To answer these via email, I wouldn't be able to give you the quality of responses you're looking for or deserve, nor would it be very actionable because the process is quite involved. It's akin to a patient emailing you and asking, 'Why is my neck so stiff?' It would be hard to give them a good answer without having them come in for assessment and treatment? Does that make sense?" And now Roy's answer is, "Perfectly. We will need to connect when you get back from your travels. Until then, I'll see you Friday."

Daniel: Boom. That's how you seed a client. That wasn't me trying to be pitchy or salesy. That was me realizing that another business owner had a real problem that I could help with. We had a casual conversation as friends. We followed up with each other and then when the time was right, I just suggested in a very open and honest way, "Well, if you wanted to work together, let's just do it." And that's how you can ease into that without being sleazy or salesy.

Andrew: I see. So, if I wanted to do some training for bigger companies, I might go in and say, "I've noticed that your people have this problem when they're using social media, for example. It's just not coordinated. Everyone is talking something else and it's looking a little bit weak." How do I transition to showing that I'm the expert that they might want to ask enough questions for me to say, "Let's bring this into a client conversation."

Daniel: Yeah. That's a good question. I don't know what area that is in the framework. So, what we just talked about is what I call warm canvassing. It's looking for leads in areas that you already frequent, usually as a customer. The reason it helps if you're already a patron or a customer is they already feel warm towards you. You've already exchanged some business. It's like you've built that rapport up. It's warm canvassing as opposed to cold canvassing, like knocking on doors.

Andrew: Okay.

Daniel: At a certain point, though, you're going to have to make that somewhat difficult pivot from friendly to business, right? You want to make sure you do it in a way that's authentic. It's true to your personality. You don't want to have two voices, like your friend voice and your sales voice. You want to make sure you're the same person through and through.

Andrew: I see. So, this isn't about randomly calling up businesses and trying to sell to them. This is about saying, "Who in my life already do I have a relationship with? We're already friends. I can see some issues that they have that I know how to solve, whether they be social media or maybe some WordPress help or something related to marketing."

All you're saying is that we as potential freelancers need an easy way to transition from being their client and friend to being someone who's about to sell them. Walk me through that process. How do I take someone who's been a friend or who I've been a client of and get them to a point like Roy where he's saying, "Yeah, come on in. Let's schedule something."

Daniel: Absolutely. I want to pre-frame this by saying that when you're talking about getting a new client, it doesn't need to be for money. One of the best things you can do in the beginning especially is take on clients, do incredible free work for them and then use that as a platform to get referrals. So, that's one way to look at this. So, it's all the same process because you're still making the pitch to a service. There doesn't always need to be money exchanged. That's just something to think about. We can talk about good referrals later.

What I like to do--this is just a name I call it--call their baby ugly. What that means is poking holes in what they think they know.

Andrew: Let's get into that. I'm actually going to show the big board to put it into context. Your next step is, like you said, to call their baby ugly. Here's an example of how to do that.

Daniel: Yeah.

Andrew: Ah, okay. So, you're saying, "I'm the expert. I can now start poking holes in what they're doing and show them all the things that are flawed about it."

Daniel: And this is what I did for Roy. Now, I want to mention, this can work if you just cold approach someone, but it works better in the context of a warm relationship like I was talking about with friends, businesses, even friends of friends who you already kind of have a connection with. Then you don't come off as such a douche bag.

You don't want to seem like you're some all-knowing jerk. You want to be giving them real value. That's why it's better if you're already warm with them. But this can work cold. And I've done it cold and I've seen it done cold.

But essentially what this is, is this is just a screenshot of Dr. Roy's website. What I did was I just took the first page and I just basically did a massive screenshot of it. I just picked out different areas where I'm like, "You can change this. This would enhance it better. This would help your conversion better." I left notes. I know it's kind of fuzzy. I left notes on the margins.

There are a couple cool things about this. One, when you take the time to break someone's whole business down like this--it doesn't have to be a website, remember, it can be any type of business they have. But this is a good example. When you take the time to break down someone's business like this, first of all, there's some immediate gratitude because they're like, "Man, he must have taken a while to do this. So, already,

thanks."

Two, it establishes your expertise without you having to say, "I'm an expert." If people can read this paragraph and it makes sense, great. If it doesn't make sense, that also might not be such a bad thing because they're like, "Wow, he knows a lot more than me." What it also does it also kind of sets a framework for you to talk."

But here's the cool thing about this. This is what people shouldn't be worried about. I stole this from Eben Pagan, who's a brilliant copywriter and he's like move the free line, give away your best work. But you can give away some of your best insights in an outline like this, in an initial breakdown of someone's business.

You can give away some of your best stuff. Just because you give away some of your best stuff, doesn't mean they don't need you. I can break down Roy's whole website and say, "All right, these are the changes you need to make, whether it's me or someone else, these changes have to get done." He's not going to be able to go and do this because, again, it's still not his wheelhouse. So, he's still going to be like, "All right, thanks for the breakdown. Now let's talk."

Andrew: Yeah. And I can see what you're doing here. Let's take a look at that calendar on the bottom right. It says potential client most likely is not going to need you enough right away. That's why you're suggesting that he not put that on the site. On the top right, you're saying you don't have enough social media content. These just are really looking empty.

So, you're poking holes. You're showing him the flaws. Yes, he can take it to his designer and do it or his developer and have him do it, but in reality, if that developer didn't know these problems to begin with, he's probably not going to want to do it now anyway or not going to be able to and maybe he's feel insulted. It's much better to have you and go implement all this. That's what you're trying to get us to do and that's why it's okay for us to show everything.

Daniel: Well, you saw me. He emailed me and he's like, "My developer has some questions for you." Of course he does.

Andrew: I see. So, if I was an Infusionsoft person and I'm already getting email from people obviously using Infusionsoft, I might take some screenshots and say, "Here's what you're doing that you could be doing better. Here are a couple of examples of where you're really embarrassing yourself."

Start making them feel bad. Have them come to you for questions and then the

transition as I saw it before in the previous email to Roy is, "This probably should be taken into a client conversation. I really want to walk you through it. Just doing it via email is not going to solve these problems. Can we schedule a call?"

Daniel: Yeah. And the one thing I want to emphasize here is that people initially, if you're not listening to this carefully, you might get turned off and say, "I don't want to make people feel bad." The goal is it's not like a benevolent punch. You want to be like, "Hey, there's a problem. This really sucks. But I love you and I have the solution," in so many words.

Andrew: Yeah. And you're even telling him what he could be doing here. You're telling him in that big center area that maybe a photo of himself instead of one of these generic photos of somebody's spine is better. Yeah, you're telling him this sucks, but, "Here's what could be even better."

Daniel: Right.

Andrew: All right. Let's go back to the big board then. Next point is focus on one thing and you worked with--by the way, I keep talking about people who are your students, people who are your clients. I understand Roy is a client of yours when you were building your freelance up. When you're talking about students, what are they students of? I'm on your site and I don't really see much on here.

Daniel: You won't see it on there. I have one flagship course. It's called Freelance Domination. Interviews like these are great. But I think that more realistically what happens is someone hears us having a conversation. They get excited about it and they're like, "Okay, I'm going to go out and do this. Okay. What do I do?"

So, Freelance Domination is my flagship course that takes you from basically no idea and it's literally me holding your hand step by step as I walk you up the ladder from no idea to freelance business and profitability. That can be just a couple of thousand dollars a month on the side or it could be six figures like I've done.

Andrew: But it's not even open. I can't log in. You're not even promoting that right now. I asked before you started, "What I can do to make it a win for you?" You said, "Hey, if people just get to know me, that's enough." All right. But that tells me where you're getting your students. My guess is if we get free access to this free version of the course, somewhere down the line you'll tell us about Freelance Domination.

Daniel: Yeah. So, I made a special page for Mixergy students. If you go to Rich20Soemthing.com--actually, I'll make it after this interview--

Andrew: Oh, okay. I was going to say.

Daniel: Slash Mixergy. You'll get special access to a free course.

Andrew: Oh, I like that it still takes me to the homepage no matter what I put at the end. But you're saying that you will make it active just for Mixergy people.

Daniel: I think I took that idea from someone. Who did I take that from? Oh yeah, you.

Andrew: Really?

Daniel: Well, you know, you have the landing page. You have to sign up to get access to Mixergy.

Andrew: Yeah. You might as well, right? I don't want more hit and run people. That's no way to build a relationship.

Daniel: That's what I say to my girlfriend. If you're going to be here, just be here.

Andrew: All right. So, the next point is focus on one thing. So, you had someone named Bowie who is learning from you. Bowie is struggling to figure out a niche and she was doing things--Bowie is a she?

Daniel: Bowie is a she. Yeah.

Andrew: Bowie is a she and Bowie kept getting business cards, learning web design, getting a website. What's wrong with that? Why not? I understand business cards. Maybe they're a little bit outdated. But shouldn't Bowie setup a website and say, "Here's my business," so that people can Google her and maybe get customers online?

Daniel: I don't know how many times--so, a quick 20-second aside--I used to be a summer camp counselor for the YMCA. By the end of the summer, I'd say the same thing so many times that what I would do is I just had a nametag with numbers on it. The numbers corresponded to a phrase and all my kids knew what those phrases were. So, I'd be like, "Hey, Joshua, one." One was like, "Why would you do that?" Two was like, "Come over here immediately." Three was like, "I'm going to call your mom." They knew what these things meant.

I want to start doing that with my readers. One of the stock phrases that I would make is, "You're only concerned is customers. That's the only thing you have to worry about."

Andrew: But shouldn't I get a website in order to get customers?

Daniel: No, you don't need that, man.

Andrew: Why not?

Daniel: Okay. First of all, if you don't have anything of value, a website is not valuable. So, if you don't have content or if you don't have any social media presence or if you don't have anything interesting to say, a website that's not really well put together isn't going to reinforce that point. People feel like when they have a website, now they're official. But really what you need is you need to build up some steam and some momentum first. So, the most important thing you can do is go out and get your first three clients. If you can go get three clients--they can be free clients.

Andrew: Three clients before I even setup a website?

Daniel: Yes.

Andrew: I shouldn't even have a website that says, "My business is I do Infusionsoft. My business is I walk dogs."

Daniel: You don't need it.

Andrew: Because those first three clients aren't going to look for my website, especially if they're free clients.

Daniel: Exactly. You can have it if you feel like that's something essential. But what I don't want you to do is I don't want you to spend time. I think people--website, building up Twitter, printing up business cards, getting a business checking account before you're making money on your business. All these things make you feel like you're doing work. And you're like, "I worked on my business today. I setup an LLC. For what? Why?"

Andrew: Daniel, hallelujah. I'm 100 percent with you. I've seen so many smart people get stuck building websites because they are so smart and they know what they want and they need to just make one more tweak and this more tweak or a redirect over to an about.me page. Forget it.

When I'm a client of someone, all I care about is, "Can you walk my dog?" And I'm going to ask you questions like, "Will you show up?" If I give you my key, "Will you handle it

right?" I wouldn't exactly ask like that. I would say, "Who here in my neighborhood has trusted you?" All those things. I don't need to see your website.

You're absolutely right. So many smart people spend way too much time trying to figure out how to build their first website. Frankly, it's not even figuring it out. They know how to build their first website. They just get caught up in doing it instead of caught up in getting a first customer and it's scary to ask for a first customer. It's scary to say, "Here's my idea. Will you be the person to do it?"

Sonny did it. One of the things I like about Sonny is he emailed me and said, "Do you have any tough emails that you've been putting off because you don't know what to say to people? Can I do this for you?" It's so much better to do that. It is scary. He did get rejected by me. I said, "No, I don't need to."

But that is what business is about--put it out there, see if anyone wants it, accept it when they don't and jump on it when they do. Frankly, you're absolutely right. No business cards, no webpage, just focus on what the customer wants and then build a website.

Daniel: Yeah. That's the hard stuff, man. But that's the truth.

Andrew: All right. So, what happened with Bowie? Bowie did not build a website in the end?

Daniel: No. So, what happened with Bowie was she was struggling because she was trying to figure out all these different things she needed to do before she could get rolling. She's a graphic designer and she's a brilliant graphic designer. So, she does like illustrations for brochures and business cards. She's really good with that type of stuff. She was worried about having a portfolio.

She didn't have a portfolio so she was making all these sample pieces and then she was trying to get her website together and trying to build up her social media. I'm like, "Bowie, just go out and get some clients." You know what I told her? I said, "Dude, go on Fiverr and get the cheapest clients you can get and that will take care of a couple things for you." By the way, Fiverr is a very inexpensive freelance marketplace.

Andrew: Sorry. Before you say that--you told her to go onto Fiverr. Fiverr is like \$5 and I'll do this thing for you. I was Googling her as you were talking and this is what I came up with. Bowiemok, "\$5, I'll design an amazing magazine spread for you. \$5, I'll recommend exciting travel destinations." This is your direction. You told her, "Don't even build a website. Go put it up on Fiverr?"

Daniel: Yeah.

Andrew: Okay.

Daniel: So, here's the cool thing. So, she didn't build a website. She just filled in whatever the profile for on Fiverr. That served as her makeshift website. What that allowed her to do is a couple things. One, she's able to get clients now by putting her services out there and that can help her build her portfolio to do portfolio pieces she was going to make for herself anyway to showcase her work. Two, what most people don't realize about these freelance sites--by the way, what's her rating? I can't see it.

Andrew: Her rating is strong. It's all positive.

Daniel: Yeah, because she's amazing. What most people don't realize is they're like, "Oh, freelance marketplaces. I would never go on Fiverr. They pay you crap. You're not going to make any money."

Andrew: Yeah. I was going to say, "Shouldn't that be beneath her? It's only \$5."

Daniel: Ah, that's where you're wrong my friend.

Andrew: Are you about to turn her into one of these outsourced \$5 an hour people who can't even make a living?

Daniel: No. First of all, what most people don't realize about freelance markets--so, Elance, oDesk, Fiverr, all these other markets--what they don't realize is you're still dealing with humans, okay? What you can do is after you've done an amazing job with a client for a pretty reasonable, cheap amount, one a lot of times you can turn that into a recurring client off the website. You can charge a lot more because they understand your value.

Two, that's a great way to get referrals because after that job is done, you could ask them, "Hey, we did really good work together. Who else do you know who might need this?" You can use Fiverr, Elance, oDesk as a client stream to give you a little bit of money in the beginning, but then also use it to build recurring projects, to work with other clients again and also get referrals. It's a great place.

Andrew: Did she get that?

Daniel: That's what I was going to--Bowie actually now took some of the clients she got

off of Fiverr and now transitioned them into like recurring jobs offline. I think she's designing an entire magazine now for one of her clients that just came for a \$5 job.

Andrew: I see. Actually I don't see all of her gigs on her. All I see are two that I guess she left up. In one of the screenshots that you sent us before we started, there were way more projects that she put herself out there. So, it looks like she started out there, put up a bunch of potentials and then whatever worked, she took offline.

The bigger message is not Fiverr. The bigger message is not any one marketplace. The bigger message is don't focus on things that aren't important, like websites, etc. Just talk to customers as fast and as quickly as you can. See if they want what you want to create and if they do, you've got a business that you can grow and then you can do the other stuff. If they don't, then forget it. How fast can you talk to customers?

Daniel: Yeah. That's exactly the point.

Andrew: Okay. But you know what, frankly? People are not going to accept that you said that. They're going to focus too much on the Fiverr part and they're going to be too chicken to sell but they're not going to believe that's what it is. They're not going to believe they're chicken. They're going to justify in their heads, "Ah, that Daniel, he's sending me to Fiverr. That's not the way the world works anymore. I have to build a website because I need to be more professional."

What they're really not accepting is Daniel is not telling people to go to Fiverr. Daniel is telling people to go to customers and find them wherever you are. You're not too good to go get a customer from Fiverr and go on the street or go to anywhere, send email to people, go into your chiropractor's office--that is our big message here.

Daniel: Yeah.

Andrew: I like how relaxed you are at the office. You're now doing co-working space. Do you usually work out of a co-working space or are you doing it just for our recording?

Daniel: No. I usually work by--there's a bar over yonder and they have--

Andrew: I know. Before we had a view of outside your window and it looked really nice.

Daniel: Yeah. It's nice. They have a little wood bar and there's like beer and snacks and stuff. That's where I usually do my little standing up work over there.

Andrew: Yeah, at the bar.

Daniel: At the bar.

Andrew: Yeah. You are a very relaxed person.

Daniel: Yeah, man. Jiu-jitsu will do that for you.

Andrew: Is that what it is? I also see that you're very built.

Daniel: Well, thank you. You know what? I knew I was doing this interview today. But I didn't think, "Maybe I shouldn't wear a tank top on it." But I was just already wearing it. Apologies.

Andrew: I think it's fine, but frankly, I was uptight about it. Before we started, I didn't say anything. I said, "Ooh, the guy doesn't seem to even care. He's coming in, in a T-shirt and a tank top. What the hell?" Then I realized, I have to keep everything authentic and if that is authentically you and the way that you are. I have to be in there.

I can't both be the person who makes sure what you're saying is not bullshit and is asking you for screenshots of PayPal and asking you to show that what you're doing is real and at the same time tell you, "Go put a shirt on," and make things up so you appear the fake that I want. At that point what I'm doing is I'm telling you to act a certain way as opposed to tell you that I'm going to help make sure that you are who you say you are and help you be who you say you are.

Anyway, what I'm saying is I can either be the guy who makes sure you're authentic and helps you be more authentic or the guy who makes sure that you are polished and helps you be much more polished. I'd much rather have you and everyone else here be as authentic as possible.

Daniel: Well, that makes me feel pretty good, man. Thank you.

Andrew: As long as we're saying that, this is really formal on top, but--

Daniel: Ah...

Andrew: Sneakers on bottom. I love those. All right. Onto the big board. There we go. Now we've got to start overcoming client objections. We've finally put ourselves out there and unfortunately not everyone loves us and some people do have some objections, including--who is this guy, August and what are we looking at here?

Daniel: August is a student of mine as well in Freelance Domination. This is a pretty common objection that people get. And the most common objection people get to selling their services is, "You're too expensive." You're going to run into this for a lot of reasons. Sometimes it will just be like just a bad client. But I don't like to say a bad client. I just like to say it's not a good fit.

Every freelancer has a client who's a good fit for them. But a lot of times you'll come in and there's a mismatch where you value your services at a certain price point, they don't and you just can't see eye to eye and so you guys just don't work together. But a lot of times the reason someone will say you're too expensive is because you haven't displayed enough value to the client to justify charging that price.

If you look around us in the world, there are things that are ridiculously expensive. You can go into the Gucci store and you can pay \$10,000 and walk out of there with one bag or a purse or something. Why is that more expensive than a bag that you would get at Macy's. The idea is that in the customer's mind, at least, there's been a lot of value built up around that brand, that idea, and they're willing to pay for that value. The same thing with you as a freelancer--you are your product essentially. You're providing a service, but you are your product.

So, if you could demonstrate that you have enough value, then price becomes secondary. It becomes a non-object. If people object to your price but you know that they're still a good fit because you have the same vision for the work, if they're objecting to their price it's because you haven't shown them why you're worth that. August was able to overcome some of those price objections.

Andrew: Let's look at this. I'm guessing this is a Facebook group that you have for your students. Is that what I'm looking at?

Daniel: Yeah. We have a really interactive community. Honestly, before I started this course, I had pretty much sworn off Facebook because I'm just so annoyed with being on it. But this is probably one of the biggest things that I love about being on there now. We have this really cool interactive community of people helping each other and giving input and ideas. It's a pretty cool community.

Andrew: So, here's something posted up on your community, "I just pitched a previous client on a new site. The first site I did was for \$550. I wrote all the content, dealt with the endless stream of revision requests, of which over half were self-contradictory." So, he'd get requests to make a change that contradicted the previous request.

Daniel: "Make it blue and then red."

Andrew: Right. And then, "Why did you make it blue and why not purple?" And then he says, "New site, \$3,500." They're providing all the content, agreed to be limited to a single round of revisions, no more blue then red then blue against and why didn't you make it red after that and a decent hourly for any extra work needed. So, what he did was he actually got the client to go for a fair deal and actually pay what he needed and limit the revisions.

Daniel: This is what I want to impress upon you. So, just like we were talking about--when you leave the corporate space, sometimes you're unaware with what you're actually worth. So, at Kaplan, I was getting paid \$18, but really test prep was worth \$100+ an hour.

Well, it's the same thing. In his case, August, he's a magician. He also does web design. Those are his things. With his first website, he did it for \$500 and that might have seemed great at the time, but what most people don't realize is for someone who hasn't hired a freelancer before, they think they can just hire you for \$500 and you're going to change their whole life and you're going to endlessly revise the content, you're going to write all the stuff they need on a website. You're going to come in with all the images. They don't realize all the work that goes into this.

But August took it in stride. So, he did the work the first time. He did a great job. And when I say great, I mean amazing. You have to do a really, really good job with clients. Not only will they possibly come back to you and do more work with you, but they have friends and those friends are your business. So, you have to do an amazing job. So, he did an amazing job. He crushed it. He knocked it out of the park. Of course they're going to want to hire him again.

So, he said this time when they asked him again to work with him, he said, "Okay, well, my rate is now \$3,500." They said, "Last time we paid you \$550, what gives?" He said, "All right, here's the deal. First of all, I love working with you. You do great work. I love working on your projects. But a) I have more and more inbound requests for my time now and I want to make sure that I give you the time that you deserve."

So, what he's saying right there is he's trying to build some scarcity. So, what he's saying is, "My time is valuable. I also value my ability to do great work for you. So, I want to make sure that I have time only to devote to you." So, he's building up value in their eyes. He's becoming exclusive to them.

He's saying, "I only have space for a few customers. I'm willing to let you have one of these spaces. That's the first thing he said. The second thing he said was, "Last time we

did this, it was kind of an introductory project to get to know each other. But those typically aren't my rates. Here are my rates in a more structured fashion for you to look at."

And he sent them a statement of work. In that statement of work, he broke down exactly what they get, deliverables at certain time frames. What they were able to see was, "Wow, he's really doing a lot." He outlined every single step of the process. He basically built up his value and was like, "Guys, that's why this is now \$3,500. But I'll tell you this. We're going to do this work. It's going to be done once and it's going to be done right. But this is what all my clients charge and I only work with the best clients."

So, basically, he just built up his value so that he could show them that he's the best. If they wanted to get that service from him, they had to kind of basically level themselves up. He's basically almost saying, "Level yourselves up because we're going to do great work," and it worked.

Andrew: Is part of your approach to start out by doing things for free then take low paying gigs and then raise your rates or am I just reading too much into the few examples that you've given us here?

Daniel: I think that is a great approach. You know what it is too, Andrew? I think it also helps you to gradually overcome some of the psychological stuff you have going on. I'm just going to tell you straight up honestly. Most people would not be comfortable with charging a lot of money up front because they don't have the belief that their skill is worth that.

I was talking to Sarah about this. Sarah is my girlfriend. We were talking about this. She's doing the dog walking business. I don't want to harp on that too much. But I'm just so happy and impressed by her because she's gone from like basically walking them for pennies. Now she's making like thousands of dollars walking dogs. It's ridiculous.

But we were talking about raising her rates the other day. She started off--I don't know what her rates are now, honestly--but she started off at a lower rate, like around \$15, \$10 a walk. Now she's gradually up to \$20-\$30 a walk. But she had to have that stepping stone.

So, I think most people have to have some sort of graduated curve. Starting off free is amazing because it allows you to build your portfolio, get some experience, understand the client interaction process, referrals, all that stuff. But as you go up, your ability to increase your rates increases linearly with your perception of yourself and the quality of your work. So, for instance, most things have a market value, but that value is fairly

flexible.

So, if you look at something like a website, for instance, a WordPress website could cost you \$500 or \$10,000. That price difference is a factor of who the client is and who the freelancer is. I would always recommend starting at the lower end of the spectrum, whether it's free or low and then building up your self-esteem and your confidence, gradually charging more.

Andrew: That makes sense. It is a big step to say, "I'm working for someone one day and the next day I'm going to demand a lot of money from new clients." You first have to feel comfortable asking people for the business, then asking for the money, then asking for more money. I get that.

All right. Onto the next step here, which is now it's time to create a freelance client funnel. You worked with someone named Keyonna. Keyonna needed to get one-off clients. Tell me about Keyonna.

Daniel: Yeah. Part of my Freelance Domination community, what we do is we go on trips. So, we just came back from Costa Rica. I went to Costa Rica with Keyonna. So, we got a good chance to chat. Even before that, she had been doing really well. She's one of my star students. I think the first couple months, she made almost \$20,000. But what she was having a problem with was she was having a problem with transitioning away from one-off clients. So, she does like marketing and development stuff like that. Again, computer-based stuff, but this is very widely applicable.

So, she does stuff online. She was getting some one-off clients and doing well. But what she wasn't understanding was, "How can I get more of a consistent stream of clients where I don't have to depend on getting a couple big wins every month or every couple months? How can I make this into a consistent, predictable income?"

I think what scares people--I actually hesitated about using the term "freelance" at first because some people might be afraid of the word freelance. It sounds very unsteady. It sounds like, "I don't know if that's going to be sustainable." The joke is on you because jobs aren't always sustainable either. But the reality is people want to know, "If I'm going to do this freelance thing and I want to make it my full-time job, how do I guarantee that I'm going to make enough money to pay my expenses?"

So, for that, you need a funnel. For anyone who's not familiar with a funnel, a funnel is just a series of events that lead people from browsing to buying. So, it could be via email. It could be in person, however you want to do it. But you're just taking someone from browsing to buying. So, what I showed Keyonna to do and what we cover in the

course really extensively is how to build a funnel.

Basically, what that looks like is you start pitching your clients. So, this could be via warm canvassing, warm leads. You could do cold lead stuff. You could literally knock on doors like Andrew was saying. This could be on sites like Elance and oDesk. Keyonna did this on Elance and oDesk. But what you do is you make a spreadsheet.

Andrew: You actually gave us one of these spreadsheets as an example.

Daniel: Did I give one of those to you?

Andrew: Yeah. Let's go into Google Docs and here's the link.

Daniel: Man, that's awesome.

Andrew: Yeah. I'll zoom in. I'm not allowed to do it that way. So, I'll zoom in this way. There we go. This is Keyonna's spreadsheet.

Daniel: Yeah. This is Keyonna's spreadsheet. So, step number one, send pitches. How many did she send this week? She sent 50. Step number two, get clients who respond. Ten people responded. Step number three in the process, number of client meetings that Keyonna got, five. Step number four in the process, close some jobs. Out of these five, how many closed? Three. What's the conversion rate, six percent. Here's the weekly income generated from that conversion rate.

Andrew: Right. Now, I want to just point out a couple of things here. What you'll notice is this takes the idea of like, "I'm always pitching. I don't know who's hiring me. I don't know how much money I'm making." This takes it and it kind of nullifies that by saying, "Every week, I'm going to take a certain amount of customers and here's what's happening with those customers."

So, this is really good because what you can do is you can see exactly the areas in your funnel where there's a problem, where there's a leak. So, just your opinion, Andrew, here do you think Keyonna can improve the most based on this funnel?

Daniel: You know what? We're looking at a really high close rate. Number of meetings gotten, right, number of jobs closed from that is five. We're even looking at a high meeting rate, eight out of 15 people who responded. It seems like getting people to respond is hard, so then I might think, "What can I do to change the emails I sent out to get more people to respond? What can I do to change the kind of people I'm sending my emails to, to improve?"

I might take it and tweak part of it each week. Maybe one week I say, "I need a better pool of potential customers. How do I pitch people who are going to be more active? Maybe the following week I might say, "What can I do to get more people to respond to my emails so that more of the pitches that I send end up in response from clients and go from 15 out of 50 to maybe 20 out of 50. That's when I might think of different software to use. Maybe I use ToutApp.com to see how many people are even opening my email or how many people are responding.

So, that would be it. What do you think?

Daniel: You're a pro. But it's so much better to see a visual breakdown of where in the business the problem is because then it's not like, "I don't know how to get more clients. It's not that I can't get clients. Statistically, I can close."

Andrew: You know the other thing I think? I think a lot of people kid themselves or they lie to themselves. They think that what they did is they pitched a lot of people and nobody responded. But they really sent out five. This forces you to be honest with yourself. How many did you really send out?

Daniel: Yeah. If you sent out six, what do you expect?

Andrew: But we kid ourselves or we lie to ourselves or we feel bad about ourselves when we're pitching and so we heighten the number of pitches that we've sent out and in reality we don't send out that many. So, that's the benefit of saying keep track of it. Frankly, for us at Mixergy, for a long time our close rate of pitching potential guests and getting them to say yes to an interview was something like 20 percent. And I was fine with it.

I don't remember the exact number, but it was somewhere around 20 percent. That means that one out of five--most people weren't even sending out five requests for interviews and they were wondering why they weren't getting interviews and they thought it was because nobody knew them or liked them and. "Andrew has got this big credibility and so everyone is saying yes to Andrew."

In reality, if I'm getting one out of five, they would get one out of maybe 20 and that means they need to pitch to 20, not the four or five that they're actually pitching to and maybe even actually frankly the kind of person I would be is I would pitch to 100 and see how can I improve.

Daniel: That's a slap in the face. So, when I was building up my freelance business and

I started a web design development business and I was using Elance as a platform. I had a spreadsheet just like that, like Keyonna had. I would pitch--I would actually pay to get unlimited credits. You can do that, where you can do multiple pitches a day. I would pitch sometimes eight, nine, ten people a day. If I'm pitching 50, 60, 70 people a week, you're going to get clients or you're going to learn a lot and you're going to figure out how to do it next week.

Andrew: But that accountability is really helpful and your bigger point here is not just to focus on that first part, not just this, but be really aware of what your process is. Step one is what? Step two is what? Step three is what? And then keep track of how well you're doing at each step. Beautiful.

Onto the big board--final point now is to automate that funnel. So, first you're doing everything manually, very, very manually. Then you start to automate it. What happens? Here's a guy named Matt Forrest who you did that with. Matt, unlike most people who believe that nobody can automate their funnels, what did Matt do?

Daniel: Matt's really cool. So, Matt has a business called Cardinal Cartography, I believe. He's a cartographer. He makes maps essentially.

Andrew: He makes maps.

Daniel: He makes maps, which, first of all, is really cool. Who makes maps anymore? But he makes like local maps for state governments and different small businesses in local areas. The cool thing about it is his skill is pretty unique. I wouldn't know how to price a cartographer. Whatever you told me a map cost, I would be like, "Okay, well, you're the cartographer." So, that's an advantage. One thing he was running into is people were browsing his website and then they were bouncing, which we talked about earlier. They were just browsing and bouncing.

So, at this point, after you've gotten some clients, after you've gotten your feet wet a little bit, it's okay to setup a website. It should look nice. People will find your website through various means. So, if you have content on there like blogs and stuff, they'll find that. But most often what you'll find is that as you get more clients, referrals will send people to that website.

So, it's more important as you get more established. So, you will get some traffic. But what most people don't understand, what most beginning freelancers don't understand is that a website isn't just About.me. If you use it correctly, it's a powerful tool for making actual money.

So, this is how Matt did it and this is how I talk you through it in the course, in Freelance Domination. What I do is I say, "Okay, first of all, what's the most important action a user can take when they visit your website?" So, right now we know right away that that's giving them your email address or giving you their email address.

Andrew: Getting the prospect's email address.

Daniel: Right. So, here's the step-by-step process for automating that. This is what you do. First, you make sure that you have a really obvious place to sign up on your website. So, it could be like a landing page. It could be a top bar. It could be a popup, whatever it is. And you say, "Hey, thanks for visiting my website. I do some amazing work in X, Y, Z discipline. Submit your email here and I'll give you a free..." and then insert your gift here.

So, it could be like my free guide, my free walkthrough. A lot of times when it's related to freelancing it could just be like--I like to call it a welcome packet and the welcome packet will include examples of your portfolio. It could include some general pricing, not too specific, but general pricing.

Andrew: Why nothing too specific?

Daniel: Well, because you want a bit wiggle room to negotiate, but you also want to pre-frame in people's mind that you're not doing Fiverr stuff. So, if you're like, "Between \$3,500 and \$5,000," they get that this package might cost that much. But they were not going to be offended.

Andrew: Let's look at it. This guy is Matt Forrest. I'm going to bring up my browser. His site looks beautiful. This is CardinalMaps.com.

Daniel: Yeah.

Andrew: This is his sales page. Even since what he showed you guys in the Google group that you setup, it's improved.

Daniel: He changed it. Click on that button.

Andrew: This button is what you're talking about. He doesn't have his pricing at the top. He doesn't give you everything on this page. What he's doing is he's explaining what he does--sales mapping solutions, location-based data visualization. Click here for more information. He's using a Wufoo form. He's not even using anything that sophisticated to collect email addresses and that's it. This is the beginning of the automation of his

marketing.

Daniel: Well, let me walk you through how beautiful that is.

Andrew: Yeah. It looks beautiful, but I want to know the business beauty, not the design beauty.

Daniel: Yeah, because you know what? People will get design beauty confused with business beauty. The design itself isn't making him money. So, here's what makes him money. So, someone will submit their name to that form and what happens is they get sent to his welcome packet. So, like I was saying, it has his portfolio, some general pricing, some more information about him to build that relationship.

At the end of that form, there is a survey. So, it's a PDF. You can embed a button. There's a button that says, "Hey, did you like this welcome packet? Go ahead and take my quick questionnaire." So, what he'll do is he'll send them out. And it could be a Google form. I like to use Typeform, which is another type of survey creator.

But he sends them a welcome packet with an option for a survey. They take that survey at the end to qualify themselves and the survey has various questions. "Exactly what type of project are you looking for? What is your experience working with people before? Tell me more about your business?"

This is why this is important. Most people who are looking to hire a freelancer, you'll do this weird thing where the typical process is they'll get your email address from your about section. You guys will have like 10 to 20 back and forths, "What do you like? Where are you based? How much do you cost? How much is this? Do you do this type of work?"

And you'll have all this meaningful chitter chatter that isn't very organized and it's very annoying and it's not driving towards a point. So, what this does is they get to the website. They get that welcome packet. They fill out that survey.

Andrew: Actually, I've got a screenshot. You're so organized that you've sent this to us. I'm going to bring this up on the screen and zoom in. First one, the client finds you. Second step, they fill out an automated form. In his case, he's using Wufoo. I actually like LeadBoxes from LeadPages.net, but it doesn't freaking matter. Let's not get too caught up.

Number three, you get the welcome packet. That's what you were describing earlier. That can have some pricing, some information about you, etc. Number four, that's the

questionnaire. This is what we do to qualify customers?

Daniel: Yes. Let me make a point here that up to step four, you've had no interaction with this client. You've had people coming to your website. As they get more referrals, people are coming to your website all day and they submit this questionnaire to you and four steps and you still haven't talked to them.

So, what you're going to see is the very first email you get is going to be a completed questionnaire from someone who you already know is interested, who's already seen your general pricing, who's already looking forward to working with you. So, all you have to do is review the questionnaire and if they're a good fit, just send them a link to your calendar. Done.

Andrew: Calendar meaning at that point, after I review, number six--send a link to the calendar so they can book a time for a conversation with me.

Daniel: Yeah. At that point, they're basically ready to pay you. What I do sometimes is I'll even do this. This tends to work well. After they complete that client questionnaire, I make it a relatively involved questionnaire. But I actually affix the link to my scheduler. I use Calendary, but you can use ScheduleOnce, all these different things.

I actually affix a link to the scheduler in that survey, but they can only access it after they've completed the survey. That way, I don't need to see them. That sounds rude, but their appointment, they just end up blocked in and I know everything about them before we talk. So, I'm like, "Good, we have a meeting on Wednesday and I know everything about you. Let's talk."

Andrew: I see what you're saying. All survey software asks you the survey creator, "Where do you want me to send people after they complete the survey?"

Daniel: Yes.

Andrew: Most people will send them to a page that says, "Thanks for taking my survey." You're saying how about if they completed your full survey, send them to a page where they can book a conversation with you and in that call, on that meeting is where you learn about them a little bit more and then you close the sale. I see.

Daniel: Think about how long they are coming into that lead. They've already been on your website, submitted their email address, filled out a survey and booked a time with you.

Andrew: Okay. That makes sense. Hey, Daniel, check this out. Talk about automation. Very nice. Actually I don't want to get too deep into the weeds on this, but most survey software will allow you to say something like, "What's your budget?" If their budget is zero to \$100, send them to a page that says, "Thank you," and fire off an email that says, "You're a little smaller than we want," and if your budget is \$1,000 or more, which is what you want, send them over to the calendar, etc.

Daniel: Yeah. You can do that too. I'll probably steal that and do that. Most people, I find that if I put the pricing in general on the welcome packet before they see the survey, I make sure that it will be a little scary, like, \$1,000-\$5,000, if I see that right away, if I have \$100, I'm not even going to bother. But that's actually a good idea.

Andrew: This is fantastic. I guess all this begs the question how do you get those potential clients to come over to these pages that you've created to collect email addresses?

Daniel: Yeah. So, there are a bunch of different ways. What I've found--and I think most people don't realize this and I don't want to focus on this in the beginning of your freelancing career--but it's pretty valuable to have content out there. So, one of the best ways you can do this is--most people think about blogs, like, "If I'm a blogger, how does that relate to my freelancing?"

What I've found is, this is about four or five years ago, when I started writing about freelancing on my blog, just about some of the things I was doing, some of the things, especially now, especially with these Elance things and these different strategies I was testing, I started writing about this stuff, I got picked up by Huffington Post, Entrepreneur, Business Insider, I got picked up by these places as I was freelancing. That actually increased my business a lot, just as a freelancer.

Right now I run an amazing online community, but even before that, when I was just doing freelancing, just working my magic with different clients and then talking about these ideas I was having in other places brought those people back to my website. So, make sure you have interesting things to say.

But besides creating content because not everyone wants to blog or YouTube or podcast, just doing great work and getting referrals will draw people back to your website. You don't need that many people coming to your website to have a good business. You don't need 1,000 people a day or even a month. You can just have a few clients. As long as their qualified, if their friends are coming to your website and filling out your stuff, it keeps the cycle churning.

Andrew: All right. And there's also outbound, as we talked about with Keyonna. She was sending out emails to potential customers.

Daniel: Yeah.

Andrew: Why don't we just close a loop on her and say this is something that I've seen that she got. Where is that? Why isn't this coming up on the screen? Let me try it on the web browser.

Daniel: Dun, dun, dun...

Andrew: Weird. This is the web browser. This is her check.

Daniel: That's actually half. That was a \$13,000 client she landed. That's a half-payment. But let's be honest, guys. This includes me and everyone else that's probably watching this. We're used to getting paid in little increments, especially when we work for a company. We're not used to getting \$13,000 or even \$7,000 in a shot. It doesn't exist in your world. It makes your brain explode.

But this is real life. But even just in that check, you can see that people are willing to pay premium prices for great work. You can show people your value and be benevolent but also poke holes in their current business and make them realize that they need you. It's totally possible. I'm not dealing with freaks here. These are just normal people.

Andrew: I like that when you sent me her check, you even left her last name in there, Keyanna Mayfield. She's totally Googleable. She's online and she's doing good work at KLM Design.

Daniel: Yeah.

Andrew: All right. If people want to connect with you, the best way for them to do it is to just go to Rich20Something.com/Mixergy and something will be up on there shortly.

Daniel: Boom.

Andrew: Cool. I like how you're practicing what you preach. Your first page says, "Here, get the welcome packet."

Daniel: Exactly. That's actually what it is.

Andrew: All right. Thank you all for being a part of this. If you got anything of value out

of it, go over to Rich20Something.com/Mixergy to get his welcome packet and watch Daniel's process. But please, after you do that, let him know that you got something of value by saying thank you. I'm going to do it right now. Daniel, thank you so much for being here and teaching.

Daniel: Thank you so much, Andrew. My pleasure.

Andrew: You bet. This was fantastic. Thank you all for being a part of it. Bye, ever