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COMPLETE
FREELANCE
BLUEPRINT

FOR BRAND, WEB & GRAPHIC DESIGNERS
& CREATIVE PROFESSIONALS

GREETINGS!

LAUNCHING A FREELANCE BUSINESS IS ONE OF THE MOST FULFILLING AND REWARDING THINGS YOU CAN DO. AND KNOWING THE RIGHT STEPS TO TAKE CAN MAKE ALL THE DIFFERENCE BETWEEN OWNING A HOBBY AND A PROFITABLE INCOME-GENERATING MACHINE.



My name is Mat Casner. When I started as a freelance graphic and web designer in the mid-90's, I was eager to own my own business, but sadly I didn't know a fraction of what I know now. In fact, back then, I didn't know what I didn't know. And, as I began freelancing, I started wondering why I was struggling to make a profit and had nagging doubts and questions about pricing, and finding clients. I also had legal questions and was concerned about making it longterm. The questions and doubts seemed to never end.

It's time to finally put the questions and doubts to rest.

Inside the **Freelance On Fire Complete Freelance Blueprint for Creative Professionals** is a comprehensive outline for building a successful and profitable freelance business. In this blueprint, I will show you a complete list of elements needed to build a thriving freelance business. Each element contains important items and components that work together to make your freelance business profitable and powerful.

Now is your chance to benefit from the decades of hard lessons, mistakes and victories I've experienced AND save start growing your business, saving you years of wasted time, thousands of dollars and tons of frustration. Now, you can get **BIG RESULTS FASTER** for your business and experience the freedom and joy of building a business you'll love.

Are you ready to get started?

Awesome!... Let's get into it!



Mat

1. FOUNDATION STRATEGY

YOU THE EXPERT

- Your unique selling proposition (USP)
- Your Skills, Talents, Gifts
- Your Value
- Your Philosophy

SIGNATURE PRODUCT

- Your Services
- Your Products
- Your Expertise

PRICING MODELS

- Time based
- Value based
- Fee Schedule
- Retainer

ACCOUNTING

- Budget
- Expenses
- Contracts
- Proposals
- Invoicing

2. CLIENT STRATEGY

Ideal Client

- Characteristics
- Where to find them
- How to reach them
- Business Problems
- Internal Struggles
- External Struggles

Client Relationship

- List Building
- Communication
- Onboarding
- Retention

Opportunities

- Short term opportunitites
- Long term opportunitites
- Referral opportunitites
- Contract opportunitites
- Retainer opportunitites

3. MARKETING STRATEGY

Marketing Stages

- Awareness
- Consideration
- Conversation
- Loyalty
- Advocacy

Marketing Plans

- Open - client can buy at any time
- Closed - client can buy at specified times

Marketing Tools

- Website/Blog
- Social Media
- Email/Newsletters
- Video
- Search Engines
- Offline Media (print, broadcast)
- Guerrilla techniques (grass roots)

4. GROWTH STRATEGY

Growth Philosophy

- Hobby
- Part-Time
- Full-Time

Automation

- Marketing
- Communication
- Project Management
- Accounting

Alternate Forms of Revenue

- Passive Revenue
- Recurring Revenue

Metrics to Measure

- Lifetime Customer Value (LCV)
- Retention Rate
- Cost per lead
- Engagement methods

COMMON OBSTACLES

Lack of Clients

- Start with one
- Focus on service
- High responsiveness

Mental Blocks

- Overwhelm
- Imposter Syndrome
- Self-Doubt
- Lack of Experience
- Fear of failure/rejection

Technology

- Too many apps/techniques to learn
- Tools are expensive

Pricing

- What should I charge?
- Charge too much/not enough
- Profitability
- What are my services worth?

RESOURCES

Creative

- Adobe Creative Cloud
- Canva.com
- Unsplash.com
- Pexels.com

Web Hosting/Domains

- WP Engine (WordPress hosting)
- SiteGround (WordPress hosting)
- Google.com/domains (domains)
- NameCheap.com (domains)

Project Management/Accounting

- Asana
- Dubsado
- QuickBooks Online
- BookLikeABoss.com
- AcuityScheduling.com

Marketing

- ActiveCampaign.com
- PromoRepublic.com
- HootSuite
- ThriveCart



So, what's next for your business future?

This blueprint is just the start. Once you know what you have to do, then you have to put the plan into action. I'm here to offer you some mentoring, assistance and support?

But first, a little about my beginnings as a freelancer...

I've been running my own freelance web and graphic design business since 2008 (and making websites since 1996!). And when I started, I didn't realize how clueless I was about running a freelance business.

In my early years, I worked hard (lots of nights and weekend), designing and building websites, but I was always under pricing my services and spending more time on a project than I should. (*not the most profitable way to run a company*)

Over the years, I learned to do a much better job pricing my projects and to find a workflow that would allow me to get great results for my clients while by spending less time on each project, thus increasing profitability

I continued to improve my business skills and services over the years, yet I still had gaps in my business processes and strategy. I had hit a ceiling.

Thankfully, after years of hard lessons, thousands of dollars and some wisdom from others around me, I finally figured it out. I developed systems and process that allowed me to focus on the work that was most profitable for me. And, as I achieved greater results for my clients, the demand for my services went up, and I was able to attract the perfect clients for me. And suddenly raising my rates was no longer an issue.

Once I had my business running efficiently, I shifted my efforts toward solving my clients problems and providing them with a fabulous experience that keeps them coming back for more. The secret to success is not producing satisfied clients... but creating fanatic clients.

Growing my business has allowed me to go from charging \$500 per website, to my rates today which start at over \$10,000. And, I'm not designing sites that are more complicated than the \$500 sites. Often times, they are less complicated. But the systems I've put in place, combined with the results and value I'm able to give my clients keeps paying me happily.

I created Freelance CEO to help graphic/web designers and other creative professionals like you implement the components of the blueprint, helping you accelerate and grow your freelance business in months, not years.

You can do it too! I'm here to show you how.

If you want to quit doubting and guessing about what you should do, then check out my free **Freelance Business Foundations Workshop** (www.freelancebizworkshop.com) and see how I can show you step by step how to grow an incredible freelance business.