

The **Freelance On Fire Freelance Profit Path** is a system for finding a steady stream of clients for your freelance business. The Freelance Profit Path contains **4 STEPS**. It's critically important that you get crystal clear on these four steps.

## **STEP 1:** You, the \_\_\_\_\_

**What do you want to be known for as an Expert?**

1. Briefly explain what you want to be known for.

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2. Write a brief summary of the business problems that you can solve for your client using your expertise (skills, gift, talents and experiences).

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## **STEP 2:** Identify your \_\_\_\_\_ are their problems.

**Who are your ideal clients and what are their business problems?**

1. Describe, in as much detail as possible, your ideal client.

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**STEP 4:** Getting \_\_\_\_\_ for your client.

Identify and explain the 4 steps in the Circle of Awesomeness™

**1.** Get a \_\_\_\_\_.

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**2.** Work hard to get \_\_\_\_\_ for your client.

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**3.** Capture the success \_\_\_\_\_ from your client.

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**4.** \_\_\_\_\_ these STORIES from your client in your marketing.

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**The Freelance On Fire Freelance Profit Path:**

You'll want to be crystal clear on each step:

**STEP 1:** You, the Expert, and the problems you can solve**STEP 2:** Who your clients are and the problems they face**STEP 3:** Your messaging from you to your clients**STEP 4:** Building your client list by **getting results for your clients** and sharing their stories in your marketing to attract new clients