

FREELANCE PROFIT PATH

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.

S	TEP 1: You, the
V	hat do you want to be known for as an Expert?
1.	Briefly explain what you want to be known for.
2.	Write a brief summary of the business problems that you can solve for
	your client using your expertise (skills, gift, talents and experiences).
S	TEP 2: Identify yourare their problems.
V	ho are your ideal clients and what are their business problems?
1.	Describe, in as much detail as possible, your ideal client.



FREELANCE PROFIT PATH

TEP 3: Your	to your client	
eframe your client messaging s or ability to solve their business	so that your client clearly understands s problem(s)?	
Write out a solution statement "for every business problem you can solve" for your client (be sure to include the results you will get for then (Ex. I help businesses attract more client prospects to their trade show exhibit by designing for them an attractive and effective trade show display that focuses on driving traffic through their display and inviting visitors to engage with exhibit staff.)		



FREELANCE PROFIT PATH

	TEP 4: Getting for your client.
d	lentify and explain the 4 steps in the Circle of Awesomeness™
	Get a
	Work hard to get for your client.
	Capture the success from your client.
	these STORIES from your client in your marketing.

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