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Sales Process: <u>http://consult4sales.com/services/advisory/sales-process</u> Slide Template: <u>SlidesCarnival</u>

Lesson 1: How to Calculate Your Rate

Writer's Market: What Should I Charge?

Calculating Days Off Resources

- Sick Days: 8 per year
- Vacation Days: 10 per year
- Holidays: 7.6 per year

Rate Calculation Resources

- Rate Calculator
- Rate Calculator
- <u>Rates Database</u>
- Freelancers Union's Guidelines

Lesson 2: The Elevator Pitch

Elevator Pitch Template:

My name is xx I xx (describe what you do) For xx (what niche you operate in) Like (client examples)



Winning Pitch Example: Sophie Lizard

Lesson 3, 4, & 5: Needs Assessment, Negotiation Bootcamp, & How to Handle Common Objections

Nothing extra here—watch the class. :)

Lesson 6: Creating Value in Thought Leadership

WPMU DEV: Pricing Pages: Should You Add to Your Freelance Website?

Lesson 7: The Art of the Follow Up

Must Reads:

- How to Win Friends & Influence People
- <u>To Sell is Human</u>
- <u>Secrets of Closing the Sale</u>

Lesson 8: A Few More Thangs

Must Have Tools:

- I CRM: <u>Hubspot</u>
- I Drip campaign: <u>Cirrus Insight</u>
- I Calendar scheduler: Calendly
- I Contracts: <u>AND CO</u>
- I Document signing: <u>Hellosign</u>
- I Video conferencing: Zoom

Outsourcing 101:

- Where to find contractors: <u>Onlinejobs.ph</u>, <u>Craigslist</u>, <u>Fiverr</u>
- WPMU DEV: <u>How to Grow Your Business with Virtual Assistants</u>
- WPMU DEV: <u>How to Onboard Contractors</u>