



ProsInComms

# The Six Figure Freelancer

How to Earn More and Still Have a Life



# Agenda: The 6 Ps of Freelancing

- **Positioning:** What type of freelancer are you?
- **Perception:** Online presence
- **Profitability:** Billing rates and retainers
- **Perspective:** How many clients can you manage
- **Proactive:** Generating new business
- **Prospecting:** Qualifying clients, scoping a job
- **Q&A**

# Positioning

## The Seven Types of Communications Freelancers

Not all communications freelancers are alike. Some prefer to work on projects while others aim for long-term retainers. A lot of freelancers gravitate to boutique establishments that offer virtual teams of independent consultants. Others prefer to work onsite as a contractor.

Here's the thing – there are lots of ways to earn a living as a freelance communications pro.

**Here the seven most common types of communications freelancers. Which one are you?**



1

### Part-time

Limit their availability and support one or two clients as they pursue other interests.



2

### Between Jobs

Primarily work on short-term projects while looking for a full-time job.



3

### Full-time Freelancer

Position themselves as small business owners that have several long-term retainer clients and will occasionally take projects or subcontracting assignments.



4

### Virtual Boutique Leader

A full-time freelancer that assembles a team of experienced freelancers to offer bigger clients an alternative to the traditional agency model.



5

### Subcontractors

Support agencies or other freelancers and tend to have less visible, client-facing roles on the account.



6

### Highly Specialized Expert

Focuses on servicing clients in one or two areas such as crisis communications, event planning or speechwriting, for example. They might also focus on a few technology areas such as mobile, semiconductors or cloud. Based on their in-depth knowledge and sought after expertise, they can often command higher billing rates.



7

### Interim Senior Counsel

A full-time contractor that is brought on board for a multi-month assignment such as a turnaround, M&A or setting up a new marketing department. They can be dubbed as interim director of communications or CMOs for hire.

Many of these business models overlap, allowing communications freelancers to build successful small businesses through multiple revenue streams.

# Perception: Presence, personality, profile

- Online presence, personality and profile
- Website, email, headshot
- Activity on social media





# Profitability: Billing Rates and Retainers

- Current billing rates
- Retainers vs hourly billing rates
- The issues with hourly rates



# Perspective: How Many Clients Can You Manage

- Volume and variety
- Fewer clients, higher retainers



# Proactive: Generating new business

- 99% Word of Mouth
- Cultivate an inner circle
  - Agency execs
  - Boutique agencies/virtual teams
  - Marketers
  - Freelancers
  - Analysts
  - Corp communications pros
  - Venture capitalists
  - Associations/Organizations



# Proactive: Generating New Business

- Be focused
- Market your differentiators
- Think strategically, execute flawlessly
- Personalize your messages
- Set and stick to standards



# Prospecting: Qualifying High Potential Clients

- One degree of separation
- Value the role of communications
- Have realistic expectations and stretch goals
- Collaborative
- Long-term relationship vs hit-and-run



# Prospecting: Scoping a Job

- Find out the budget
- Estimate hours for each activity
- Include a 3-5% time buffer for admin
- Consider current billing rates
- Come up with retainer figure
- Offer 2-3 realistic retainer options



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