



The Master Freelancer's guide to finding a first class next contract

WEEK ONE

WEEK TWO

WEEK THREE

WEEK FOUR

WEEK FIVE

What will you tell them?

Welcome to Step 4! This is where we shape your pitch to share with those connections you identified in Step 3.

Master Freelancers deliver their pitch like a storyteller unfolding an exciting adventure.

Before we start, pull out your answers and your feedback from Step 1 and Step 2. Hopefully you will have had a couple of emails back from people now. As you work through this week's questions, refer back to your answers and any feedback to build your First Class Pitch.

1. Who are you and what do you do?

We suggest writing one sentence capturing your uniqueness and the value you add.

2. What is the real problem you see in the industry?

"After working in x for x years, I have noticed that..."

3. What wider issues and pain will arise if the problem is not dealt with?

"This can often lead to x and even x."

4. What is your solution to the problem?

5. What case studies and/or testimonials do you have to back up this solution?

6. What type of contract are you now specifically looking for

"I am now looking to x. Who could you introduce me to talk about this?"

Congratulations! You now have a really coherent pitch.

Some suggested actions:

1. Cut and paste your answers to the above questions into one sentence. See how it reads and edit if necessary.
2. Thank those who have already sent you feedback and follow up with those who haven't.
3. Try practicing a 30 second version of the pitch that you can share when you meet someone new.

Now that you are clear on 'who' and 'what', next week's fifth and final step will guide you through where to communicate your pitch. Your First Class Contract is almost within reach!

We would love your feedback:

- What did you find most useful?
- What didn't you like?
- How could we make this better?

masterfreelancer@10freefridays.com



Part Five coming very soon.

For free trials of our pilot products, drop us a line at:

masterfreelancer@10freefridays.com