

# A guide to winning work

## Before you begin

Planning the transition into freelancing? Or are you starting a side hustle business? You are probably pondering how you should market yourself, and how to make some hard cash to get your off the ground.

Step one: Identify what your product is, who your market is and how much you should charge. Only then can you think about marketing.

### What is my product?

The best product for a start-up business is something that you are good at and that you can get and stay excited about. Obviously, it also needs to be something you can monetise.

### Top tip:

Do keyword searches within LinkedIn and Facebook groups, or even Twitter and reddit.com to identify nuances around the challenges or needs that potential clients have in order to create your product.

### Who is my market?

While your market can broaden, to start with you need to focus on your niche. Decide on your ideal customer profile including their location, age or special interest. Then find an easy win, could you start with your local community or a group you are already part of?

### Top tip:

Think about why this product is important to you and what kind of people you have a natural affinity with.

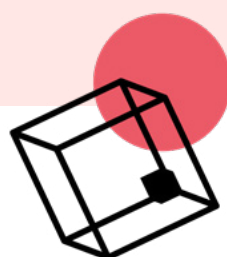
### How much should I charge?

There are different ways of charging, and that can significantly alter a client's perception of value. Instead of quoting by time consider selling your service as a product; A 500-word article costs £400, a completed document costs £500 or the completed project may cost £1000. Packaging your services as a product moves the focus away from your rate – clients are more inclined to focus on what they get from the product. Some freelancers combine services with products, offering hourly consulting at a premium rate along with a range of fixed price products. It gets easier to set prices with experience.

Remember it is not just the end product that is part of the package, the work surrounding the product which is included should be clearly stated, such as research, contributor sign off, proofreading and SEO analysis. As well as the benefit of the product, if you have supporting figures from previous pieces which indicate your conversion rate, include it in your pitch.

### Marketing

There are many different techniques and channels through which to reach prospective customers. Some of these are likely to yield results more quickly, while others are longer term investments with a bigger reward at the end.



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