

# EARN \$1000 ON THE SIDE

## THE 16-STEP ROADMAP TO EARNING FREELANCE INCOME ON THE SIDE

Here are the 16 steps you'll complete in order to start making regular freelance income on the side (and eventually full-time, if you desire). These steps are divided into four modules, which make up the core curriculum of the Earn \$1,000 On the Side Program.

### Module 1: Lay the Groundwork

1. Set bold, measurable goals: By when do you want to make \$1,000?
2. Choose an in-demand field of work.
3. Protect your time and energy by deciding what you **won't** spend time on.
4. Niche it down: select the right target market.

### Module 2: Craft Your Offer

5. Identify benefits: Tap into the emotions that make people buy.
6. Create rock-solid deliverables that clients will want.
7. Choose your price: How to not agonize over pricing.
8. Start generating leads using 'The 85% Method.'

### Module 3: Get Clients

9. Qualify your prospects with the perfect email pitch.
10. Develop trust and uncover hidden objections by asking the right questions.
11. Close the client and get the sale!
12. Use advertisements to consistently draw in new leads.

### Module 4: Execute and Optimize

13. Do the work: How to turn one-time clients into long-term engagements.
14. Deal with roadblocks and client problems like a pro.
15. Optimize your system to get more business with less effort.
16. Make the leap to full-time freelancing!

