

Traverse

ROTTERDAM. MAKE IT HAPPEN.

**ROTTERDAM
PARTNERS**

T R A V E R S E 1 8



HOW TO MAKE MONEY ON THE ROAD

by selling freelance services

PRESENTATION BY SANDRA VAN DER LEE

You need to earn an extra \$ 1000 in 4 weeks...

1. Affiliate marketing?
2. Creating and selling a \$ 7 dollar eBook?
3. Help 2 people with something for \$ 500?



Hi, I'm Sandra

I HELP OTHERS WITH SQUARESPACE
DESIGN, STRATEGY, AND SEO.

BEFORE I STARTED MY FREELANCE BUSINESS

I had:

- NO EXPERIENCE
- NO NETWORK
- NO MONEY
- NO CLUE

I did have:

- A BUNCH OF IDEAS
- ONE VALIDATED IDEA
- LUCK AND BALLS

WHAT ARE WE DOING TODAY?

1. Idea generation
2. Q&D intro to market research
3. Finding clients
4. Secret bonus section

Find your idea!



LET'S GENERATE ALL OF THE IDEAS

1. Formal education
2. Work experience
3. Life experience
4. Passion
5. Something you taught yourself
6. What you help others with (all the effing time)
7. Write your ideas down

SOME IDEAS FOR INSPIRATION

- Turning your vacation pictures into an album
- Blog writing, editing or optimising for SEO
- Wrangling email marketing software
- Finding cheap flights for others
- Social media management
- Booking trips with points
- Create custom itineraries
- Trip planning
- Photo editing

Market research



QUICK & DIRTY MARKET RESEARCH

1. Is this something people need and want?
2. Is this something people will pay for?
3. Have others succeeded turning this into a business?

DO NOT **ASK** ABOUT YOUR IDEA

FIND YOUR MILLION \$ IDEA

1. What do people ask over and over again?
2. What problems do they run into?
3. What frustrates them to tears?
4. What do they desire?
5. What do they need?

UNDERCOVER STALKING

Let's creep!

- Facebook groups
- Quora
- Blogs
- Pinterest
- Youtube
- Udemy
- Amazon books

BONUS TIP

USE YOUR STALKING WHEN
WRITING COPY

Make your first sale



YOUR FIRST SALE

- Your existing network
- Make connections
- Coffee chats are awesome
- Small free offer
- SEO

MAKING CLIENTS HAPPY

- Be honest and kind
- Do not be afraid to apologise
- Offer to take care of everything
- Respond swiftly
- Set boundaries

MAKING YOURSELF HAPPY

- Get comfortable being uncomfortable
- Make friends in similar fields
- Ask more than you think you should (time and \$\$\$)
- Everything takes longer than you think
- Never assume what your clients can or want to spend
- Stay on top of admin

SPECIAL THANKS // RECOMMENDATIONS

- Ash Ambirge (themiddlefingerproject.org)
- Regina Anaejionu (byregina.com)
- Meghan Hartman (craftingcreative.com)
- Traverse (well doh!)



Want slides?

OR A COFFEE CHAT, SOME ADVICE, OR
SQUARESPACE HELP?

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