

Shelancer's Guide

How to Earn More Money from Every Client

FREE PREVIEW!

Learn How to Give Yourself a Raise –
from Each and Every Client!

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by Nicole Dean

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About the Author



Florida resident, Nicole Dean has been helping women work from home since 2004 and is a recognized expert in Online Business and Affiliate Management.

Her passion is helping women to find confidence and success working from home. She welcomes you to visit her blog at www.NicoleOntheNet.com where she offers several free courses about internet marketing and online business.

Introduction

Welcome my Shelancer friends. This month's topic is: How to Earn More from Every Client.

My goal for Shelancers is to help you profit more and to teach you to be more productive in the process.

There are a few ways to earn more money, some of which we've discussed already:

1. **Passive Profits** – Have you read the Passive Profits Report yet in the members area?
2. **Optimizing your Finances** – Paying less in taxes and business expenses. Have you listened to the interview with Certified Public Accountant and Financial Planner, Kristine McKinley?
3. **Charging More Per Hour** – This goes back to the specialization report that I shared last month.
4. **Outsourcing Work to Other Helpers** – We'll get to this one soon.
5. **Being More Efficient** – Spending less time per job, wasting less time, having less non-billable hours, etc.
6. **Earning More Money from Each Client** – This is the topic of this report.

One of the biggest time-eaters in most service provider's businesses is **finding** clients. It's not doing the work, but it's finding people who will pay you to do that work. And, in working with VAs and writers and other service professionals, I've noticed a trend – they don't ASK me to spend more money with them. I normally have to ask them!

Odd? I think so. ;)

So, let's go over a few ways you can earn more money from your current clients, and attract new clients to spend more as well.

Package it Up - Upsell, too!

I'll say this repeatedly throughout this report, but, if you make it EASY for clients to give you money, they will.

PACKAGE IT: Rather than offering your services menu "a la carte" (item by item), bundle it up. McDonald's offers the "combo meals" and most people will order those. They turn a large percentage of their orders from just a sandwich to a burger, drink and fries meal each time. So, instead of just getting \$3 for a burger, they get \$5 for burger, fries and a drink from a large percentage of their customers.

THE UPSELL: In marketing, there is a common term called the "Upsell." It simply means that, during the ordering process, you offer your customer an upgrade or "MORE" and up to 40% of people will purchase the more expensive option. Why? Because they want the better deal or because they don't want to miss out.

It's kind of like with McDonald's when you say "Supersize it." Or when you go to Sam's Club or Costco and purchase a 4 gallon drum of peanut butter even though you know you'll never eat it all – just because it was a great value.

Are you using these two money-makers in your business?

For instance, if you're a writer, you may offer articles for \$12 each (a la carte). Do you also list the option of ordering 10 articles for \$100. Wow! Even if I didn't need 10 articles, I'd probably go with that option, especially if you were a writer that I'd worked with before and I was impressed with your work.

So, rather than ordering the 3 articles I originally planned to order, suddenly you're getting more money from me. (Packaging)

\$36 vs. \$100

Then, after I click the order button, I might get another screen that has an upsell...

Would you like me to come up with your article titles for only \$2/article more?

Many of my clients are busy and prefer me to come up with the article titles for them. I'd be happy to help you with this, too. Just send me your basic topic and I'll send you a list of articles that I will write. If you approve of the article titles, you can send me an "ok" and I'll start writing.

Yes, please! Save me time!

[Click here to have me come up with your article titles.](#)

No, thank you.

[Click here to proceed with your original order.](#)
(You provide the article titles.)

Well, since I hadn't really thought of what I wanted when I ordered, I'd probably click on the upsell... again. ;)

Guess what? You just went from \$100 to \$120 in your pocket.

So, someone who landed on your website with the plan of spending \$36 just spent \$120.

Now, all you have to do is to get me to spend that month after month, which we'll talk about next.

First, though, let me give you a few more examples of packaging and upsells:

Graphics Designers

Offer a package to do an entire mini-site design for \$X. List everything that is included. Then, when the customer clicks on the "order" button, take him or her to an upsell page that offers a second mini-site for ½ price. If the person was interested in one mini-site he/she may very well order the second one, too.

OR...

Offer a mini-site design, and on the upsell, include a matching WordPress blog theme for only \$25 more. You'll already have all the graphics anyway, so why not?

VAs

Offer a package where you'll submit a blog to a certain number of blog directories for \$X. Then, offer an upsell where you'll also Twitter, Digg & Stumble Upon 10 of their best blog posts, as well for an additional \$15.

OR...

If you're a blog installer, offer a package like you'd normally have, and then offer an "upgraded" package where you'll do some Search Engine Optimization, Writing, or Submission of their blog to the blog directories for an additional fee. Heck, you can even outsource that part to someone else and keep a finder's fee.

Press Experts

I see many of our Shelancers writing press releases for \$X. What about offering a higher end package that includes a press release, creating a custom media list, submitting the release locally and online, and contacting media on your behalf? Many customers will upgrade to the "full service" offer just because we don't know how to do it ourselves.

Coaches & Consultants

List your hourly rate, but also put together packages offering your highest demand services. Put together checklists and bonus materials as an upsell or offer a recorded version of your meeting so your client can listen anytime she needs a boost.

Special Offers

I'll talk about using special offers to attract new clients, and also share some ways to use

these types of packages to get ongoing income next...

--- end free preview ---

This is a free preview of the "[Make More Money from Every Client](#)" report at Shelancers.com which was included as the exclusive resource for the month of July 2008.

In the full version of this document you'll read more examples and step-by-step advice.

- How to Make Sure you Have Ongoing Month-to-Month Work and Steady Income
- How to Implement these Ideas with Current Clients
- How to Get Your Offer in Front of More People Who Want Your Services

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