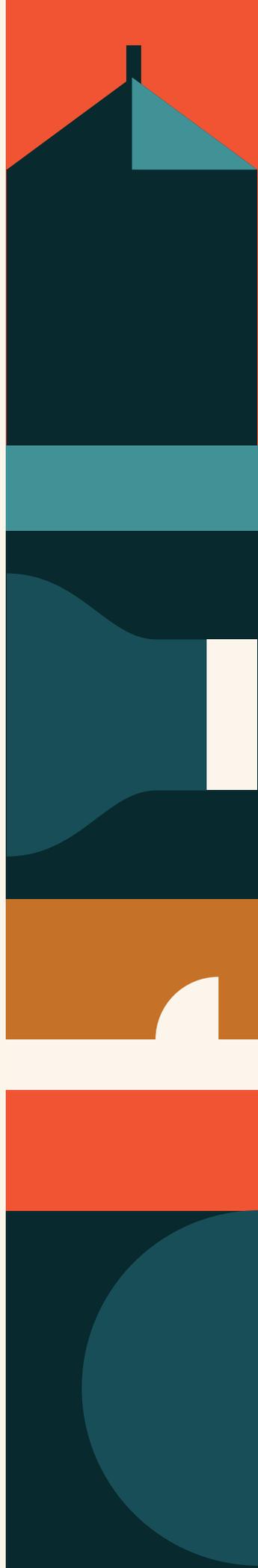


How to Sell Strategy (Cheat Sheet)

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a Business Growth Course for Freelancers &
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Overview

You may need some time for this idea of selling strategy to take root. The first step is always the paradigm shift, and that paradigm shift happens quickly for some people and more slowly for others.

Many freelancers are already doing “strategy” in some form or fashion. We just don’t always charge for it. If you help clients come up with ideas for articles or posts, that’s strategy. If you help them come up with the group of decisions that they’ll make to get them from Point A to Point B, that’s strategy too.

Don’t let the word “strategy” trip you up. Strategy can go by the name brainstorming, ideation, problem-solving, roadmapping, planning, you name it.

You’re selling not just your hard skills (writing) or implementation (doing the hands work) but your ideas, advice, problem-solving ability, research, domain expertise, and / or willingness to create space and bring clarity have significant value.

The opportunity here is to get paid for the other aptitudes and competencies that we use to do our freelance work. We can train our clients to recognize that we’re delivering value in several different ways—head vs hands, research vs. writing, ideas vs. implementation—and we can charge based on the value we create.

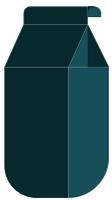
Getting started with selling strategy is the hardest part. Once you do, you’ll learn and gain confidence along the way.

20-Step Cheat Sheet

Here's a little cheat sheet you can use to start selling strategy:

01.

Pick the strategy flavor you think would be easiest for you—e.g., content roadmapping. (Check out the 10 flavors I've sold below.)



Think about some splinter of a bigger project that you have to do anyway in order to make your work easier, more efficient, or more valuable to the client.

For example, the best candidates for writers are often project roadmapping, content roadmapping, or brainstorming / ideation / coming up with ideas.

02.

Pick a niche, or group of people who need this flavor—e.g., SaaS founders.

03.

Define the potential scope or set of outcomes the client gets—e.g., an organized list of a SaaS founder's 15-20 best stories, lessons, and blog topics, plus a clear action plan and sense of momentum; or, a content calendar pegging those stories or article ideas to specific dates in the calendar; or, a 60-minute brainstorming session where you put your beautiful creativity and intelligence to work for the client.

04.

Come up with a name ("Custom Content Roadmap" or "24 of Your Best Post Ideas in 60 Minutes").

05.

Put a price tag on the strategy session: What amount of money would you feel great about making for that amount of work?

20-Step Cheat Sheet (cont.)

- 06.** Think back on past projects and write down the questions that need to be answered for the client to get clarity—e.g., “What frustrates you about your industry?”
- 07.** Turn the client’s obstacles and outcomes into a promise—e.g., “By the end of the session, you will have 24 of your best ideas organized into a writing and publishing schedule.”
- 08.** Spend 5 minutes to think through and write down the 5-8 steps of the process you’ll use in the session.
- 09.** Decide how long you need for the session: 60 min, 90 min, or 3 hrs.
- 10.** Sign up for a free Calendly account and create the event—e.g., “24 of Your Best Post Ideas in 60 Minutes.”
- 11.** Create a GDoc (same name as the event) and spend 20 minutes writing a crappy first draft of your offer, based on its 3 key pieces (promise, process, price).
- 12.** Brainstorm a list of 10 people in your target audience you already know. (Be sure to check your LinkedIn connections.)
- 13.** Reach out and ask if they’d be willing to shoot holes in your rough draft.
- 14.** Use their feedback to iterate your offer.

20-Step Cheat Sheet (cont.)

15. Send people to the GDoc and take payments with a [Stripe Link](#).
16. Follow up with the 10 and ask, “Would you pay \$XXX for this now? Why or why not?”
 - Or, offer it to new prospects when they’re asking you to give them a price for X number of posts or dive straight into implementation without having given you what you need first.)
 - Or, offer it to new clients as a separate but complementary piece of an ongoing project. For example, our writer focused on SaaS founders might charge clients each quarter for another content roadmapping session to generate that quarter’s article / post ideas. Then, the client pays separately for the content writing subscription. By unbundling the strategy and writing implementation work, she can place a higher value on the strategy, and she can also make her implementation work easier.
17. Close 2 of them if you can.
18. Find 50 more prospects on LinkedIn or get creative in how you identify them—e.g., SaaS-focused startup accelerators in the Southeast U.S.
19. Start one conversation a day. ([Here are email templates](#) you can customize.)
20. Pay attention to what wants to happen.

10 Strategy Flavors I've Sold

01. Paid Discovery / Project Roadmapping
02. Content / Copy Strategy
03. Social Media / Blogging / Thought Leadership Strategy
04. Brand Strategy
05. Web / Funnel / Email Strategy
06. Launch / Go-to-Market Strategy
07. Marketing / Growth Strategy
08. Product Strategy
09. Brainstorming / Ideation / Problem-Solving
10. High-Level Business Strategy

