# Side Hustle Blueprint

How to Make an Extra $1000 in
30 Days Without Leaving
Your Day Job!

by
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## Pitches and Proposals

*"THERE IS no try. There is only do or do not." ~ Yoda*

IN THIS section, we're going to focus on how to best pitch a client and what to include in a proposal. Because if you don't get this right, no matter how many gigs you apply for, all you'll get in response is … crickets. (again, cue chirping noise!)

I don't think I have to say this, but I will. If you can't write a strong proposal or pitch, it's going to be difficult to land a gig with a client, no matter how great your profile or website is.

The art of communicating with clients online requires the ability to communicate well while also getting across what you will provide to a client in less than two pages.

If you disagree with what I've just said, then I think you need to stop right here, rewind and maybe give yourself a bit of a slap!

HELLO - if you can't effectively articulate in your proposal or pitch why a client would benefit working with you, how will you make any extra income and be successful in your new side hustle?

Um, you won't; it's that simple.

Now, before you stress out, I'm going to provide you with some tips on how to write a great pitch or proposal. I'll also provide you access to some actual proposals I've written and a template for you to use going forward.

When writing your proposal or pitch, you want to grab a potential client's attention fast.

**Here's how you can do that:**

1.  Be straight to the point - tell them what you're applying for (clarify the position using their words.).
2.  Use bullet points - list your qualifications and experience in a bullet list. Just provide them the highlights as they relate to the job. They can learn more about you by viewing your profile or website.
3.  Answer any questions - whether directly asked or implied. Make sure you understand the job, and answer any questions they ask. Failure to do this will result in your landing in the 'no' pile.
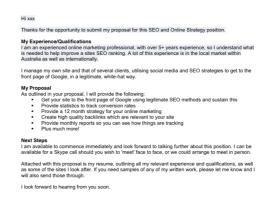
Use headings to separate your information. You want your proposal to be easy to skim and digest. If the client needs to know more info or delve deeper, they'll do this by looking at your online profiles and/or website.

**These are some of the headings you should include:**

*   Experience/Qualifications
*   What to Expect
*   What's Next

Make sure you explain how the client can get in touch with you, and sign off appropriately.

Below is an example of a proposal I sent to a client. You can access a similar template in the Tips and Tools Guide here: www.outsourcedfreelancingsuccess.com/shb-tips-and-tools-page.

Hi xxx

Thanks for the opportunity to submit my proposal for this SEO and Online Strategy position.

**My Experience/Qualifications**
I am an experienced online marketing professional, with over 5+ years experience, so I understand what is needed to help improve a sites SEO ranking. A lot of this experience is in the local market within Australia as well as internationally.

I manage my own site and that of several clients, utilising social media and SEO strategies to get to the front page of Google, in a legitimate, white-hat way.

**My Proposal**
As outlined in your proposal, I will provide the following:
*   Get your site to the front page of Google using legitimate SEO methods and sustain this
*   Provide statistics to track conversion rates
*   Provide a 12 month strategy for your online marketing
*   Create high quality backlinks which are relevant to your site
*   Provide monthly reports so you can see how things are tracking
*   Plus much more!

**Next Steps**
I am available to commence immediately and look forward to talking further about this position. I can be available for a Skype call should you wish to 'meet' face to face, or we could arrange to meet in person.

Attached with this proposal is my resume, outlining all my relevant experience and qualifications, as well as some of the sites I look after. If you need samples of any of my written work, please let me know and I will also send those through.

I look forward to hearing from you soon.

Make sure that you always attach your one-page resume (or online resume - www.outsourcedfreelancingsuccess.com/the-online-resume-creating-a-freelance-

[writing-resume](#)) and link to your portfolio items, either through your online profile (if applying via oDesk or Elance) or your website.

The above is what you should include in a proposal when applying via a job board or outsourcing site.

If you're applying via email, i.e., a direct contact, then your pitch will be a little different.

**An email pitch consists of 3 different sections:**

1. Cover letter
2. Proposal
3. Resume

In an online proposal pitch, your cover letter and proposal are the same thing. But when applying via email, you need to go that extra step to grab the client's attention.

**Let's start with the cover letter:**

- Use a professional and friendly greeting. If possible, greet the person by first name (if you know it).
- Outline what you're applying for, how you found the job and how you understand the job folding out.
- Use a bulleted list to highlight your experience and qualifications, and also list what you've included as attachments to the email.
- Sign off, making sure that all your contact information is in your email signature.

Once you've nailed the cover letter, you outline your proposal much the same way, but be sure to provide a bit more detail in what the client can expect when working with you as well.

Your resume should highlight the relevant skill set for this position and should definitely be one page.

Make sure all your contact information is included in your resume as well. Include your

Skype ID to make it as easy as possible for a client to reach you.

You can find the email template that I use to pitch clients in the Tips and Tools Guide.

**Rates**

Before we move to the interviewing process, I want to touch on rates a little here.

If your side hustle is a completely new skill, you want to offer your services at a low price for at least the first 3 to 5 clients. After that, you should look to increase your rate with each new client. I used increments of $5 per each new client until I reached my hourly rate of $55.

However, I don't charge myself out at an hourly rate. I charge per project, but it helps to have an idea of what your hourly rate is so you can price projects using that as your base.

**I figure out pricing as follows:**

1.  Estimate the number of hours the project will take to complete; for example, let's say it was 5 hours.
2.  Depending on the level of difficulty, I'll add an extra 2 to 5-hour buffer. Let's say it was 'easy,' then I'd add 2 hours; mildly difficult, I'd add 3 to 4 hours and difficult, the full 5 hours.
3.  I'll then add 10% on top of that.

Here's how this looks as a calculation:

Estimated # hours + buffer hours + 10% = project fee

Using the figures from above, this would look like: 5 hours (5 x $55) + 2 hours (2 x $55) + 10% = $423.50 project fee

Setting your fees can be a bit tricky to begin with, but if you stick to the formula above, you'll get the hang of it.

For more details on this subject, which I wrote about in June 2014, you can read "Tips on how to set your rates as a new freelancer" now (Resource: [www.outsourcedfreelancingsuccess.com/tips-on-how-to-set-your-rates-as-a-new-freelance-writer](www.outsourcedfreelancingsuccess.com/tips-on-how-to-set-your-rates-as-a-new-freelance-writer))

Once you've sent your proposal or pitch, you should be available for an interview over the next few days. Watch your email for your client's response!

Interviewing can be nerve-racking the first time around which is why I've prepared some tips on how to make sure you ace your interview.

On the next page, you'll learn how you can nail your interview the first time around, what questions you should ask and when to ask for more details. Read on to learn more.

# NAILING YOUR INTERVIEW

## SIDE HUSTLE Interviewing 101

If possible, you'll want the interview to take place via Skype. Some clients may wish to video chat with you, but most will just stick with calling you.

Another option for clients is to hold a Google Hangout with you. This is not all that common, but you should be prepared for either eventuality.

Make sure that you have both of these profiles set up correctly and that the audio and video work.

- Here's how to set up your Google Hangout: https://support.google.com/hangouts/answer/3115553?hl=en
- Here's how to set up your Skype: www.wikihow.com/Set-up-a-Skype-Account

Once you've confirmed that your system is all set up and your profiles are complete, you can move on to focusing on your interviewing skills.

**Follow these tips to ensure you nail your interview:**

1. Always dress professionally - regardless of whether this will be an audio or video chat. How you dress influences how you come across. Give yourself the best opportunity by dressing like you would for a 'normal' job interview.
2. If you're doing the call via audio only, stand up during the call. Don't stay seated. This allows you to stay focused, and you'll feel more confident. It also allows you to punctuate what you say with body movements, which come through well over audio.
3. Smile during the interview, regardless of whether they can see you or not. It will come through in your voice and adds to your personality.
4. Listen! Wait until the client finishes speaking before replying. Talking over a potential client NEVER turns out well.
5. Come prepared with questions! Don't think you've got any? Ask something

anyway. Always have at least 2 questions such as: "Would you like daily email updates on progress, or would an update a few days out from the deadline suffice?" or "Will you or someone else be available via Skype should I have questions during the project?" and "Skype chat is a great way to communicate and get immediate answers. Is this something you or your company would be willing to do during the project?"

8. Follow up - most likely, the client will let you know when they will be back in touch. But it doesn't hurt to shoot off an email 10 to 15 minutes following your interview to let them know how much you're looking forward to working with them. And should they have any further questions, you'd be happy to answer them.

By following these tips, you ensure that you're in the top 10% of freelancers who interview well and will more often than not land the gig. Hello new side hustle!

**More on following up**

If you don't get the job, it's important that you still follow up with the client, particularly if the interview went well and it was just a matter of your fees or availability.

I recommend following up with clients (where you don't land the gig) every 3 months. Just a quick email to check in and make sure all went well with the previous job and that you're available to help if needed is enough.

If you do get the job, it's even more imperative that you follow up. Particularly if you're looking for ongoing work from this client.

Follow up with them 3 months following completion of the gig. Let them know how much you enjoyed working with them and that you're available for similar work if needed.

After this initial 3-month period, you should aim to follow up with either type of client every 6/9/12 months. However, this depends on the relationship and reception received from the 3-month follow-up, so play this by ear.

Use a spreadsheet to track your clients, so you know when you've contacted them, followed up, etc. It will stop any annoying emails going out when a client has indicated he or she doesn't want to hear from you again.

And that's okay. You only want to work with clients that appreciate you and recognize your skills.

# Step 3 - Action List

REMEMBER, THESE checklists are here to ensure that you don't forget anything and that you follow the process. If you get stuck, circle back to the last step or back to the beginning and just start again.

**:: Checklist**

- Download the templates for pitches and proposals
- Review the templates and revise to suit your needs
- Create a draft cover letter that you can reuse over and over again
- Determine your initial rate and what you want your ideal rate to be
- Ensure you have Skype or Google Hangouts set up properly
- Start applying for jobs!
- Set up your follow up reminders (as needed)

In the next chapter, I'm going to talk about contracts, managing payments and when and if you should consider different business setups. Turn the page, and let's get started with contracts.