

Selling Your Services – Cheat Sheet

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Your Marketing Website

Step 1: Brainstorm What You're Good At...

- Writing
- Editing/ Proofreading
- General admin
- Graphics
- Other Ideas:

Step 2: Brainstorm a Twist on That Service

- Browse forums to see what's hot in marketing
- Think of "business in a box" ideas to make things easy for others
- Brainstorm how you can sell the benefits rather than features of your new package
- List your ideas here:

Step 3: Pricing

- Work out how much total money you need to make
- Calculate how long each job will take you
- Factor in extra time for marketing, client emails etc.
- Figure out an ideal price taking all of these into account
- Decide whether you want 50%/100% upfront payment
- Decide on a payment method (e.g. PayPal)

Step 4: Marketing

- Create a special page on your website for your service
- OR Create a forum ad for your service
- Include a link to the ad on your forum signatures
- Spread the word with current/ past clients
- Share details on social media
- Give discounts for those who sign up early