

LIVE MASTERCLASS FAST-TRACKED FREELANCING

Plan, launch, & grow a profitable freelance business in one weekend - even if you have *no experience, no clients or no confidence!*



2-Day Schedule

Planning Your Business

WELCOME

12PM-12.20PM

- SETTING THE SCENE
- THE 100K FREELANCER MANIFESTO

WHAT DOES SUCCESS LOOK LIKE TO YOU?

12.20PM- 12.50PM

- HOW MUCH DO YOU WANT TO EARN?
- CALCULATING QUARTERLY & MONTHLY FINANCIAL TARGETS

WHO DO YOU WANT TO HELP?

12.50PM-1.50PM

- UNDERSTANDING THE PROCESS
- CHOOSING THE PERFECT NICHE - PASSION + PROFIT + POTENTIAL

----- BREAK - 1.15PM-1.20PM -----

WORKSHOP - IDENTIFYING YOUR DREAM CLIENT

WHAT PROBLEM DO YOU SOLVE?

1.50PM-2.50PM

- UNDERSTANDING WHAT GOOD CLIENTS WANT
- PLAYING DETECTIVE: UNCOVERING WHAT THEY NEED

WORKSHOP - WRITING MAGNETIC MARKETING COPY

Masterclass Day

Saturday 15th August, 12pm-4pm

1

----- BREAK - 2.50PM-2.55PM -----

HOW TO DOUBLE YOUR RATES IN 90-DAYS

2.55PM-3.15PM

- PRICING TRAPS TO AVOID
- PROJECT-BASED VS. RETAINER-BASED PRICING
- PRICING SWEET SPOT - COST VS. VALUE
- INCREASING YOUR RATES AS YOU GROW

GETTING READY TO LAUNCH

3.15PM-3.45PM

- CRAFTING AN IRRESISTIBLE LAUNCH OFFER
- CREATING A SIMPLE SALES PAGE THAT CONVERTS
- QUALIFYING LEADS ON AUTO-PILOT

ACTION POINTS FOR DAY 1

LIVE Q&A - 3.45PM-4PM

Running Your Business

WELCOME - 12PM-12.20PM

- INTERACTIVE SESSION & FEEDBACK FROM DAY 1

THE ACTION-FOCUSED MARKETING PLAN

12.10PM-1.40PM

YOUR FIRST THREE NICHE CLIENTS

- A CLEVER COLD OUTREACH HACK THAT WORKS
- COVID-PROOF NETWORKING FOR INTROVERTS
- LEVERAGING SOCIAL MEDIA

GENERATING LEADS ON AUTO-PILOT

- SETTING UP AN AUTOMATED MARKETING SYSTEM
- HOW TO CREATE CONTENT THAT TURNS READERS INTO LEADS
- HOW TO TURN EMAIL LEADS INTO PAYING CLIENTS

WORKSHOP - CREATE A 90-DAY MARKETING PLAN

----- BREAK - 1.40PM-1.50PM -----

Masterclass Day

Sunday 16th August, 12pm-4pm

2

HOW TO CLOSE OVER 60% OF YOUR DISCOVERY CALLS

1.50PM-2.40PM

- THE PITCH DECK THAT QUALIFIES LEADS
- THE PERFECT SALES CALL SCRIPT
- HOW TO WRITE A PROPOSAL THAT CONVERTS AT 80%

HOW TO RUN YOUR BUSINESS IN 10HRS A WEEK, OR LESS

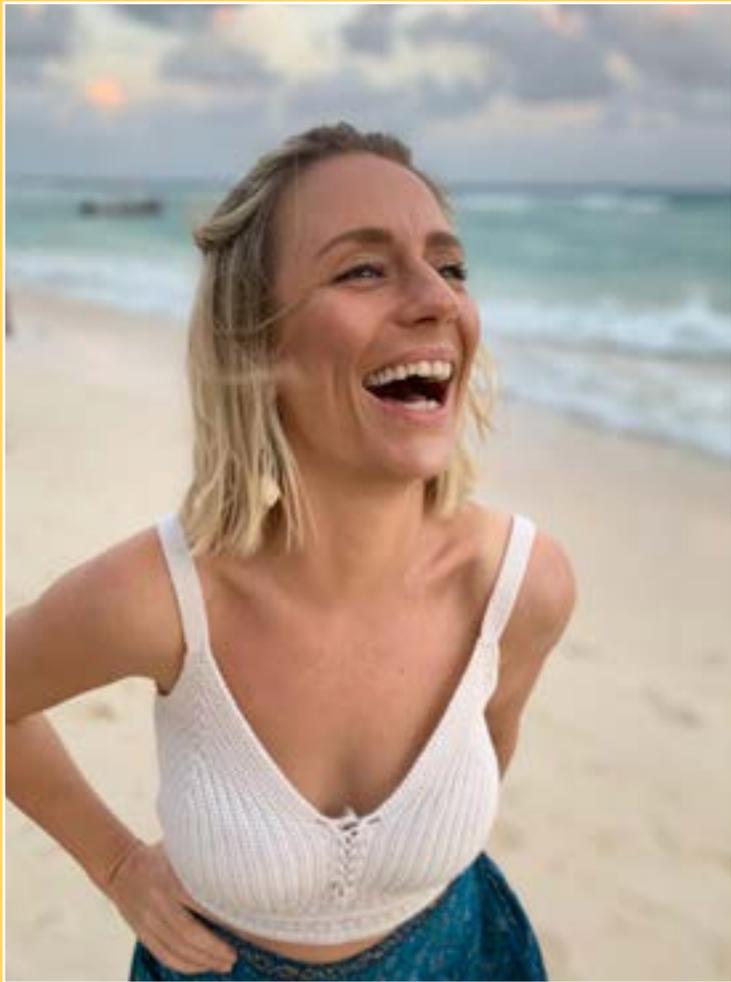
2.40PM-3.30PM

- AUTOMATING CLIENT ONBOARDING
- MANAGING YOUR FINANCES
- ORGANISING CLIENT FULFILMENT
- OUTSOURCING YOUR WORKLOAD

ACTION POINTS FOR DAY 2

LIVE Q&A - 3.30PM-4PM

MEET YOUR COACH



My name's Alexis, and I'm on a mission to help 10,000 new freelancers start a profitable business this year - fast-tracking you through the awkward growing pains, straight to a successful six-figure freelance career!

Freelancing is incredibly rewarding - you can set your own hours, work from anywhere in the world, and, in theory, have unlimited earning potential.

But it's also very easy to get wrong - and I learned that the hard way.

I left my job with dreams of being my own boss, working on projects I loved, and exploring the world. But 3-years on I was still sat at home, working 14-hour days with clients I hated, and barely making ends meet.

Then, through one chance encounter, I transformed my business overnight. Fast-forward another 3-years, and I now own a profitable agency with a team of 35, which I run in less than 10hrs a week whilst travelling the world full-time.

So, what happened?

In short, I started running my struggling freelance gig like a successful business. And now I want to show you exactly how I did it, so you can avoid my costly mistakes and replace your income in 6-months or less!

The Fast-Tracked Freelancing Masterclass is brought to you by:

BEYOND
THE OFFICE

Our mission at **Beyond the Office** is to inspire ambitious, passionate, freelancers, and business owners to design a life of their choosing by showing you how to earn more, while working less.

If you're ready to experience true location independence by taking your business Beyond the Office, but you'd like to skip the awkward growing pains and jump straight to the good stuff, join our free, members-only community.



WiFi Tribe is an invite-only community of down-to-earth creatives and entrepreneurs that travel the world together, co-living in small groups of 15-20, spending a month at a time in a different city.

We invite passionate, wild, and free, remote professionals from all over the world to join our community. If you're easy-going, excited about adventure, and love being around people that inspire you, we welcome you to apply.

wifitribe.co/freelance-masterclass