

*Mamekh*

# *The Instant Consultant*

Set yourself up for freelancing success





**Freelancing** need not be complicated. Here are the core elements of starting your consultancy business!

## YOUR OFFER

I will help my clients \_\_\_\_\_

What will you help them do, achieve, figure out etc

After clients pay, they will get: \_\_\_\_\_

This is your primary offer! Why is writing this down important? So you don't 'aaah' and 'emmm' when someone asks you, "what are you selling". You need to be clear and precise and brief in telling the client EXACTLY what they'll be getting.

I will charge \_\_\_ per hour, or my fixed rate is \_\_\_\_.

A fixed rate is recommended, but when you're starting out, don't get hung up on this. Remember: people will value an expensive rate more than a cheap rate, irrespective of the actual work involved!

I will find my clients at these places:

(Facebook, Universities, Office of XYZ etc – this is where your ideal customer hangs out)

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_



## YOUR WEBSITE

You would need a **website**. But you don't need to spend a fortune for it.

A simple website, with a clean design would do just fine. If you are spending more than a maximum of \$300 per year on your website (including a premium design), it is too much at this stage.

Your website must have the following:

**A Client-Focused About Page** - an about page that is really about the client's problem, and *then* your introduction as a solution to that problem... That is the most effective way of crafting an About page that helps you sell more!

**A Testimonial Page** - this is where you share how you have helped someone in solving the same problem, or the same kind of problem. You don't have testimonials? Do free work for people you know, and then ask them to give you a valid testimonial. This social proof is important to (a) help you hone your skills, and (b) help you sell more.

**A Pricing Page** - a lot of people shy away from writing their exact prices. Why? Possibly because they want to charge different prices for different clients. But not you! You've already decided your prices, right (see the first section!)? Be upfront and tell the exact prices. This filters out the right clients to you.

**Explain the Mechanics of Working With You** - that is to say, if I come to your website, and I decide on hiring you, what do I do next? Do I email you? Do I contact you on Facebook? This process should be clearly mentioned on your website; don't make your prospective client guess).



## YOUR NEXT MOVE

This is enough to help you start a full fledged business. What are you waiting for, my dear consultant friend!?! :)

As you are interested in becoming a premium consultant, I am certain that you will find my workshops on getting high paying clients, on building a powerful and profitable brand and on growing your own community really beneficial, inshAllah.

You can access these trainings on our Momekh Premium Membership. The MPM is a paid, premium, unique, virtual training academy for the Pakistani creative entrepreneurs that I have put together so we can really take full advantage of all the opportunities that are presented to us.

[Click here](#) to know more and join the MPM, and get the right education without wasting any more time and money on unproven methods and techniques.

I look forward to your success,

God bless and inshAllah talk soon,

**Mohammad Khan**

*Founder Momekh.com*