

# **4 Steps to Breakthrough Freelance Success**



# Step #1

**Understand the  
difference between a  
freelance JOB and a  
freelance BUSINESS.**



# Step #1

- 1) A shift in the inner game.**
- 2) Who is in control?**
- 3) Who is in the driver's seat?**



## Step #2

### **5 Stages to creating a freelance BUSINESS.**



# Step #2

- 1) Extend your goal horizon.**
- 2) Set long-term goals beyond “more of the same”.**
- 3) Create a roadmap to achieve those goals, with waypoints.**
- 4) Stick to the plan.**



## Step #3

**NOW you are thinking  
like a business person.**

**Apply that thinking to  
every engagement.**



# Step #3

- 1) Choose only the best clients.**
- 2) Expand scope of every project.**
- 3) Bill for value, not by the hour.**



# Step #4

**Think like an  
entrepreneur.**



# Step #4

- 1) Leverage what you know – consulting, speaking.**
- 2) Create once, earn indefinitely – ebooks, guides, courses.**



# Conclusion.

**Make the commitment to  
build a freelance  
BUSINESS.**

**Do what it takes to make  
it happen.**



**Thank you for listening.**

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