The Boring Secret of a Sustainable, Predictable, and Consistent 7-Figure Freelance Business

"You are responsible for the predictable consequences of your actions."
- **Avram Noam Chomsky**

The CCPP Process

CONNECT > CALL > PROPOSAL > PAID

Say you're a **Social Media Manager** and your goal is P100k a month and your usual rate is $500 per client per month (*which is the average*) for social media work.

Now, imagine that out of 100 people you reach out to, you can get at least 10 people to hop on a call with you…

And out of the 10 people you hop on calls with, 4 end up being clients.

Using the CCPP approach, it'd look like…

CONNECT (100) → CALLS (10) → PROPOSALS (10) → PAID (4)

Which means that in order to make P100k/month, all you need to do is reach out to 100 people a month.

Get 10 out of the 100 on a call (*2.5 calls each week*).

Onboard 4 clients out of the 10 calls you had (*1 client a week*).

And you'd easily meet your target monthly income.

What's more...

If you charge $1,000 instead of $500 then you only need to talk to 50 people and connect with at a little less than 2 prospects a day.

If you charge $2,000 then you only need to talk to 25 people a month to reach 6 figures -- **that's one measly connection each day!**

So if you remain COMMITTED to reaching out to the required amount of people a day, there's no way your income would be uncertain.

And that's what you want in a business.

PREDICTABILITY.

Action Steps:

Determine your daily goal for CONNECTIONS by answering the questions below.

What is your monthly income goal?

_____

_____

Based on your rates, how many clients do you need to onboard in a month?

_____

_____

Say you could get 4 clients out of every 10 you talk to, how many clients do you need to hop on a call with to reach your goal?

_____

_____

If you can get 10 people to talk to out of 100 people you connect with, how many prospects do you need to reach out to to meet your monthly income goal?

_____

_____

Based on your answer to the previous question, how many clients do you need to reach out to every day?

_____

_____

A Deconstructed View of the CCPP Method

3 Crucial Parts of the Process:

1. **Lead Flow**
    How many leads per week are you getting?

2. **Sales**
    What percentage of leads do you convert into clients?

3. **Repeat Clients**
    What percentage of clients do you convert into repeat clients?

You need to track these numbers for your business. Track them for at least a month until you have enough data to make an informed decision.

Because one thing is for sure...

You can't improve what you don't measure.

And doing this gives you an objective view on the things your freelance business lacks.

LEAD FLOW

How many leads are you getting each month?

_____

_____

What are you doing to get them?

_____

_____

_____

_____

Action Steps:

1. *Join FB and LinkedIn groups where your target market is hanging out.*

2. Like their posts and respond to questions you can answer..

3. Add them as a friend or connection.

4. Ask them about their business and be genuinely curious until they ask you, 'What do you do?"

5. Use the template I've given you on Lesson #1.

6. Invite them to a call if they show interest.

Sales

Are you effectively closing prospects to clients?

*2 out of 10 is a good benchmark

_____

_____

If not, indicate their reason for not getting your services

_____

_____

_____

_____

Action Steps:

Watch Phase 7 of the 7-Phases Webinar which I posted right inside the group:
https://www.facebook.com/groups/tfmfreeworkshop/permalink/196037394398719/

Note: Stop talking and start listening. About **90 percent of the call should be YOU asking them questions** about their business and your prospect answering YOUR questions. **Not the other way around.**

Retain

Do you get repeat clients? If yes, at what percentage?

_____

_____

What other services can you offer at an ongoing basis?

_____

_____

What opportunities, bottlenecks or leaks will you include in your report?

_____

_____

_____

_____

_____

Action Steps:

1. Get the work done.

2. Once done, send them a short report of what you did.

3. Include several opportunities, leaks, bottlenecks, you think you can help them with.

4. If they agree with your suggestions, let them know you can help them implement it for a fee.

5. Do this for at least 5 of your previous, or current clients.

Additional Notes: