

# Freelancing in the Digital Age: Strategies for Winning Clients and Scaling Your Business

Let's Get Started



ATHENS

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# A few words about me:

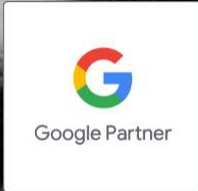
Vasileios Mylonas

- **Studies:**

- **BSc, Economic & Regional Development.** Panteion University, Athens, Greece
- **MSc, Economics, Behavioral Economics, Growth & Sustainability.** Tilburg University, Netherlands

- **Experience:**

- **Digital Advertising (2012 – Now).**
- **Teaching (2017 – Now)**
- **Digital Strategist & Performance Marketing Manager | SEO | SEM**  
**@Useberry**
- **UI/UX and Consumer Behavior Research Enthusiast.**



A black and white photograph of a skateboarder in mid-air, performing a trick on a ramp. The skateboarder is wearing a light-colored shirt and dark pants. The background shows a city skyline and a body of water under a bright sky.

# What is on the menu for today?

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- Understanding the Digital Landscape
- **Winning Clients in the Digital Age**
- Leveraging Digital Tools for Efficiency and Growth
- **Strategies for Scaling Your Freelance Business**
- Q&A



# Understanding the Digital Landscape

# The Evolution of Freelancing

Freelancing has changed dramatically over the past decade.

What was once considered an unstable career path has now become a viable and often preferred way of working, thanks to the digital tools and platforms available today.

The ability to work remotely, market yourself globally, and access a wealth of online resources has transformed freelancing into a powerful career option.



# Currently, the freelance market is booming.



Companies are increasingly looking to hire freelancers, especially for tasks requiring specialized knowledge!

For freelancers, this means **more opportunities** but also **more competition**.

# Freelancing is not without its challenges.

1. The competition is fierce
2. Client retention can be difficult
3. Maintaining a steady income is often a concern.



The key is:

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**Position yourself where the demand is and offer something unique that sets you apart from others.**



# Winning Clients in the Digital Age

# How do you win customers?

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Don't bet on being the cheapest.

Companies that argue purely about the price have a problem:

**There is always one that is even cheaper.**

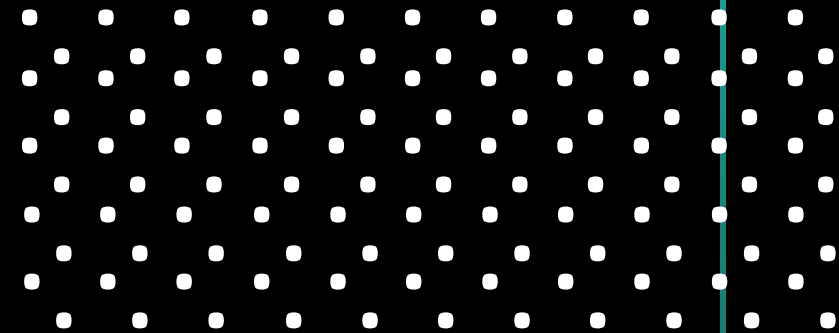
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Instead, **bet on becoming the best in your field.**

*- Aleksey Rogalev*



# Building a Strong Online Presence:



# Personal Branding:

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Your personal brand is your reputation

**What people say about you when you're not in the room.**

It's crucial to create a personal brand that reflects your expertise, professionalism, and values.

Start with a clear and concise brand message that tells potential clients who you are, what you do, and why you're the best at it.

**You don't sell products or services, you sell yourself!**

# Website - Portfolio:

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A professional website and/or portfolio are essential for showcasing your work and attracting clients.

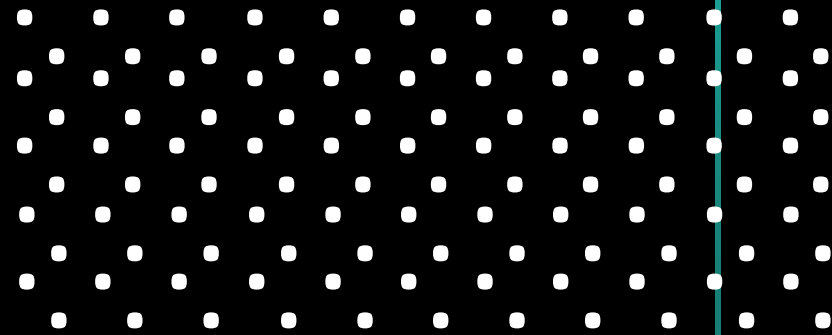
Your website should reflect your brand, easy to navigate, and include testimonials from past clients, a detailed list of your services, and case studies that demonstrate your expertise.

## Remember!!!

Your portfolio is not just a gallery of your work—it's a tool to convince potential clients that you're the right choice for them.



# Utilizing Social Media & Online Platforms:



# Social Media Marketing:

Social media is a powerful tool for freelancers.

Platforms like:

1. LinkedIn
2. Instagram
3. X, Twitter

Allow you to showcase your expertise, connect with potential clients, and engage with your audience.

1. Share insights
2. Promote your services
3. Demonstrate your knowledge



# Freelance Marketplaces:

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Freelance platforms like Upwork, Fiverr, and Freelancer.com are excellent places to find clients, especially when you're just starting out.

However, it's important to choose the right platform that aligns with your niche and expertise.

These platforms can help you build:

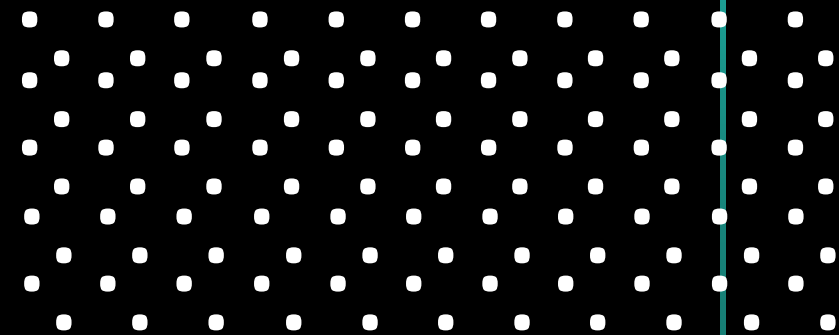
1. a portfolio,
2. gain reviews,



Connect with clients from around the world.



# Networking and Relationship Building:



# Digital Networking:

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Building relationships is key to freelancing success. Networking isn't just about collecting contacts; it's about building meaningful relationships with people who can become clients, collaborators, or referrers.

Attend online networking events, webinars, and join professional groups related to your field. Engage in discussions, offer help, and demonstrate your expertise.



# Client Referrals:

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One of the most effective ways to get new clients is through **referrals**.

**Happy clients are your best marketers.**

Encourage them to refer your services to others by providing excellent work, maintaining strong relationships, and simply asking for referrals when appropriate. You can also offer incentives for referrals, such as discounts or free services.





# Leveraging Tools for Efficiency

# **Efficiency = More Clients = Growth**

Managing multiple projects and clients can be overwhelming without the right tools.

By streamlining your workflow, you increase the number of tasks you complete per working day, which increases your bottom line.

- 1. Project management tools**, allow you to keep all your tasks in one place, ensuring nothing falls through the cracks. (ex. Trello, Asana, Monday)
- 2. Time Tracking and Invoicing:** Accurately tracking your time and managing invoices is essential for ensuring you get paid for all your work. This not only helps you stay organized and provides transparency to your clients, which can improve trust and long-term relationships. (ex. Clockify, Toggl Track)
- 3. Productivity tools** for repetitive tasks, such as Zapier, phantombuster, TaskMagic, etc.



# Strategies for Scaling Your Freelance Business

# Scaling Your Business:

This means how to get more while aligning with your business goals.

The goal is not only the end sum of the money you collect but also your profitability.

# Scaling Your Business: Step 1 – Gather Data

I started keeping an online sheet with columns:

- Client Name
- How much I was paid, with dates
- Average Monthly Hours
- Service Categories & Respective Hours
- The rest of the duties were filled with random tasks that came up.

Based on the data above, I was able to rank my clients, my services, and my task categories to:

1. Profitable
2. Needs Improvement
3. Worth Reviewing
4. Not making any sense.

\* Click [here](#) to view the template!

## Step 2 – Get your Insights

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I understood that my most profitable service was SEO, and the least was Teaching.

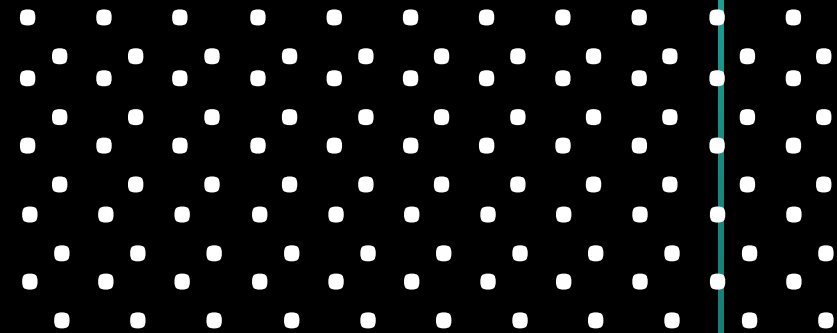
I was able to identify cut off toxic clients who were producing chaos or constantly asking for tasks ranked as “Rest” and were not appreciating them.

I found which tasks I should invest in finding ways to automate.

Based on the above and a few more insights, I was able to scale my Freelance Business.



# 5 + 1 Tactics to scale your business



# Tactics to scale your business

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## 1. Diversification:

If you currently offer only one type of service, consider expanding to related areas.

## 2. High-Value Services:

Identify which services you offer that bring the highest value to your clients and consider focusing more on those. High-value services often justify higher rates and can lead to more substantial and long-term client engagements.

## 3. Outsourcing:

As your freelance business grows, you'll likely reach a point where you can't do everything yourself. Outsourcing can help you manage your workload more effectively, allowing you to focus on higher value activities.

# Tactics to scale your business

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## 4. Collaborating:

Pool resources and expertise so to take on bigger clients and more complex projects, increasing your earning potential.

## 5. Retainer Agreements:

One of the most effective ways to ensure steady income as a freelancer is by securing ongoing contracts with clients who require your services regularly.

## 6. Focus on Client Satisfaction:

Regular communication, delivering consistent quality, and going the extra mile to meet client needs are all essential practices. By focusing on client satisfaction, you increase the likelihood of repeat business, referrals, and opportunities to upsell additional services.

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# Questions?



Thank you!



Vasileios Mylonas  
Come say hello!



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