



The Cool Lion

● The Lion Cub Series

The Invisible Leverage

Unlock the Freelance Edge

Presenter

Vasileios Mylonas

Website

www.thecoollion.com



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Vasileios Mylonas

Founder of **The Cool Legion** & **The Cool Lion**.

Premier LinkedIn Certified Marketing Expert for Greece, among the 50 original globally | First in Greece and among the top 30 LinkedIn Marketing Influencers worldwide

*Digital Strategist, Performance Marketing, Analytics & SEO Specialist
Instructor, Mentor, Public Speaker & Author of... From Connections to Conversions.*



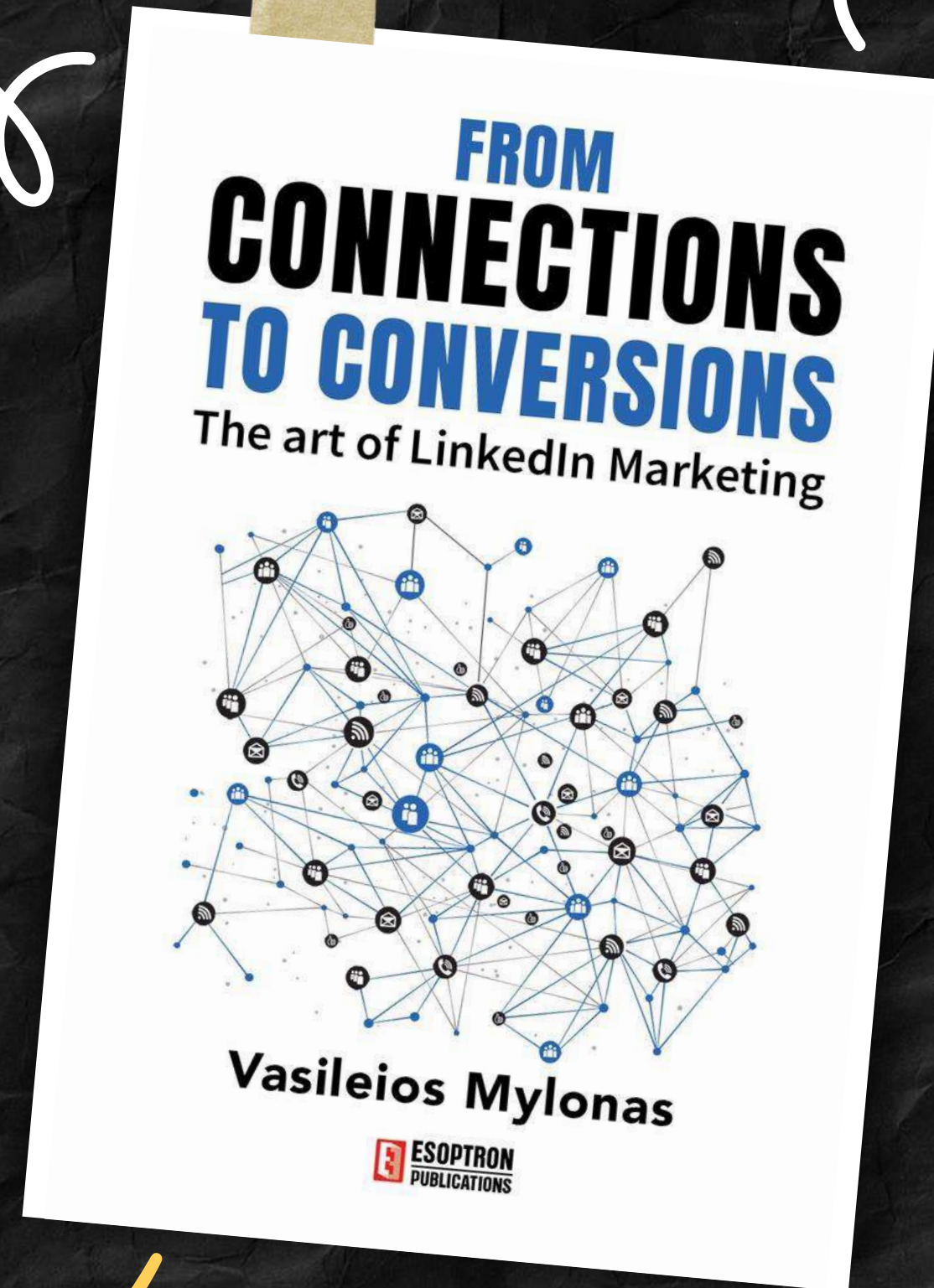
● **The Lion Cub Series**



Used by top
marketers in
23 countries

Don't
network.
Make waves.

AVAILABLE
NOW

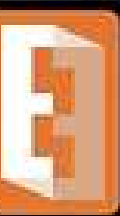


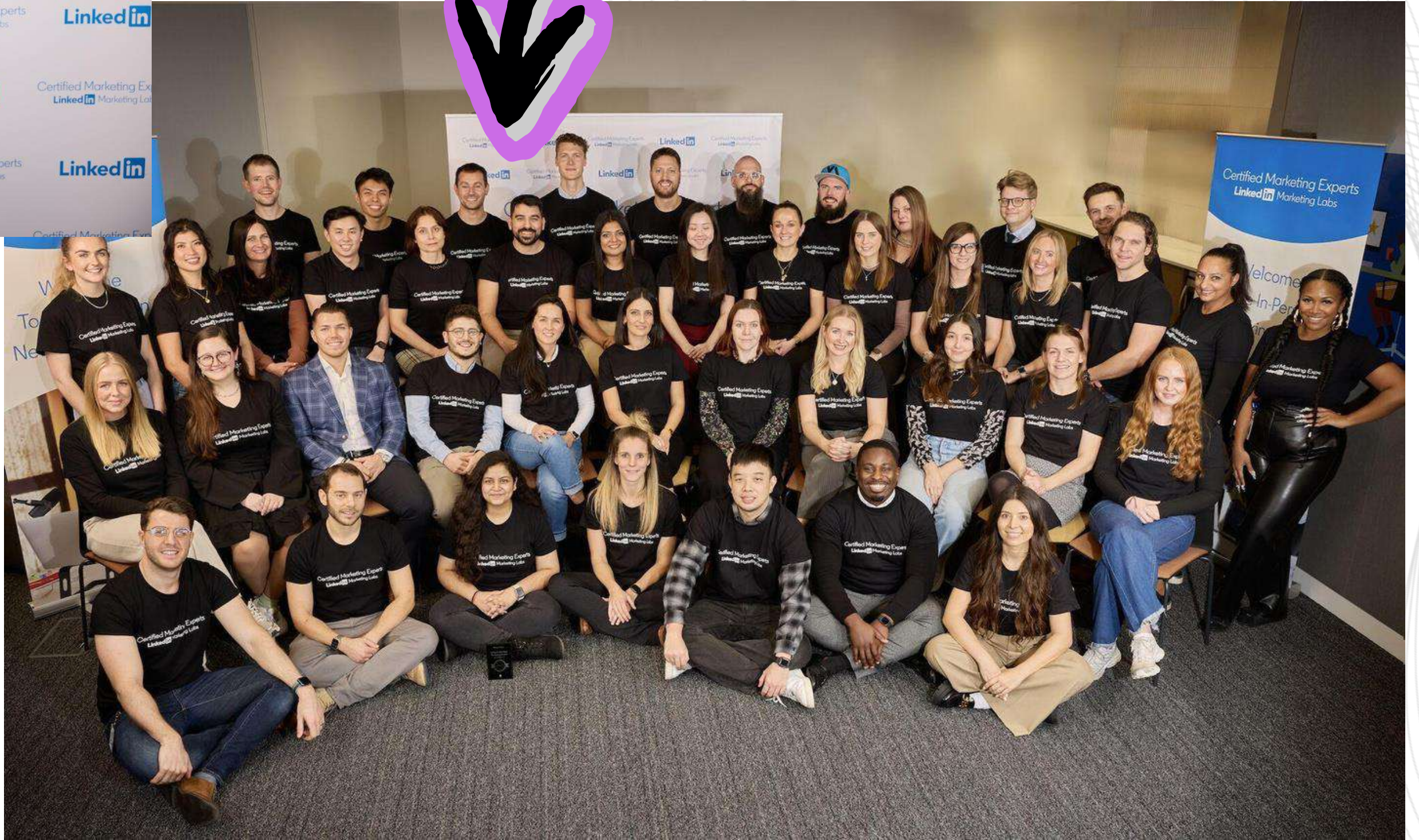
From 0 to
30,000
followers
no fluff

Visibility isn't
vanity, it's
your edge.

Spoiler alert: You're
doing LinkedIn wrong.

OUT NOW BY
ESOPTRON









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Welcome LinkedIn Marketing Influencer Program Members!

NAMER

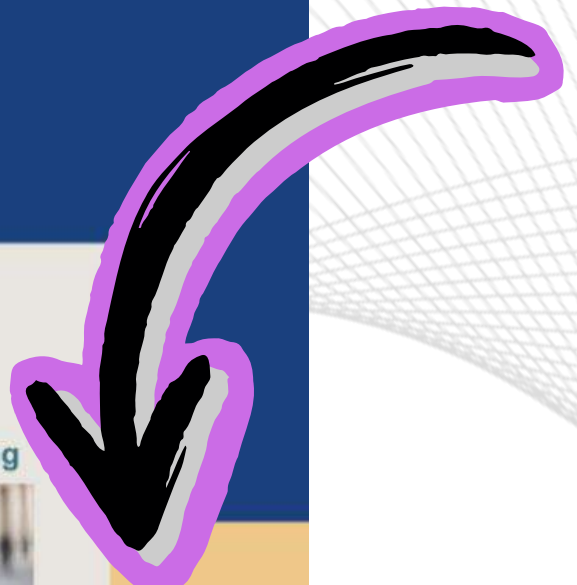
Kathleen Booth
Katie Martell
Dee Poku Spalding
Lauren Maillan
Drew Neisser
Justin Oberman
Christine Alemany
Anthony Blatner
Brendan Gahan
Laura Erdem
Lee Moskowitz
Marisa Lather
AJ Wilcox

EMEA

Richard van de Bloom
Amélie Ebongué
Christoph Pietsch
Jason Miller
Rachael Higgins
Sam Rathling
Jon Evans
Vasileios Mylonas

APAC

Deepa Kedoor
Gehna Batra
John James
String Nguyen
Tom Child



Freelancing
is not just
about
optimizing &
selling time..



**It is about
Creating
Leverage!**





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*“Time runs out,
leverage
compounds.”*



Your very wise & beautiful looking presenter.





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“Leverage is when your effort today keeps working for you tomorrow.”



No Leverage.

billing hourly, repeating the same explanations to each client.



Burnout, income ceilings, feast-or-famine cycles.

With leverage.

having a signature process, charging for value, getting inbound leads.



Sky is the Limit!!



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So, if freelancing isn't
about time, what is it
about?



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*“It’s about the
systems,
strategies, &
stories you build.”*



Let’s face it, he looks great in magenta..





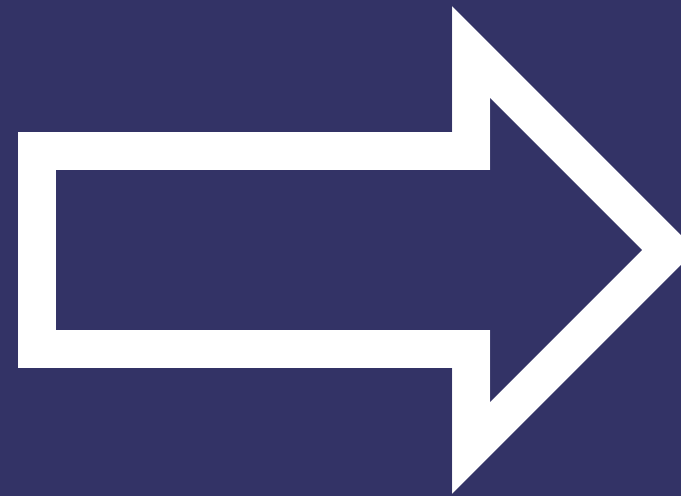
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*So, what I am trying
to say is...*



Freedom



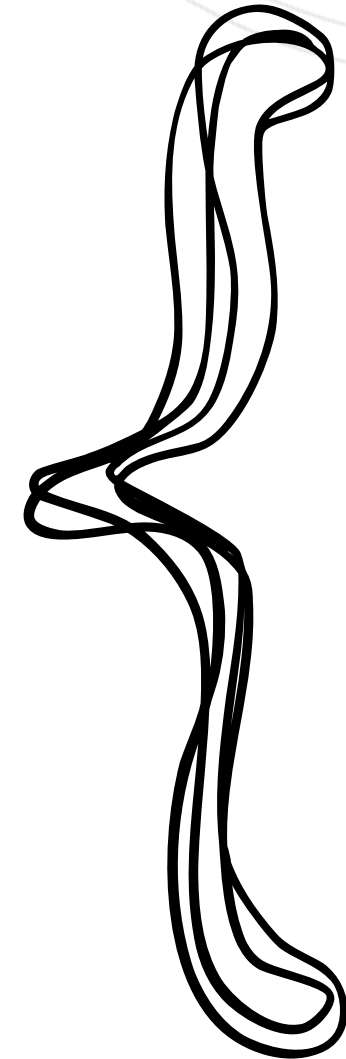
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Processes



Why do you need them?

- 1. Consistency**
- 2. Improved Client Experience**
- 3. Increased Productivity**
- 4. Reduced Stress & Burnout**



Trust

Time

Money



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Processes



How to establish them?

Step 1: Audit & Take notes of everything you do, in a typical Month
(**Pro - Tips:** extend it to a Quarter, Highlight repetitive, boring, or even tasks that you hate doing)

Step 2: Pick a place & start
The beginning is half of every action. - Aristotle

Step 3:

1. Templetize every file
2. Automate Repetitive Tasks
3. Put Everything in SOPs*

(**Pro - Tip:** here also set your client limits - *ex. up to 3 revisions per design*)

Step 4: Test & Refine



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Processes



A few examples:

- Offers - Client Follow-ups
- Invoicing
- Late Fees Reminders
- Client Onboarding
- Scheduling Meetings & Re-scheduling
- Reporting
- Income, Expense & Tax Tracking
- Upselling Proposals



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“Pricing isn’t just numbers, it is Positioning Psychology & Process”



So wise at such a young age...





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Pricing



Models

- **Hourly Rates:** (easy but caps growth)
- **Per Project:** (better for value alignment)
- **Retainers:** (predictability & stability)
- **Value-based:** (highest potential - hardest to master)
- **Any Combination of the above**

(**Pro - Tip:** go for tiered offers)



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Pricing - Math



Calculating your base hourly fee

- **Expenses & Business Survival Rate:** cost of living + business expenses
- **Billable hours:** how many hours you are willing to work
- **Profit Margin:** [percentage for savings, growth, risk]
- **Tax Percentage:** based on the country you are being taxed

**Expenses & Business Survival Rate +
Profit Margin + Tax Percentage**

Billable hours

=

Base Hourly Fee



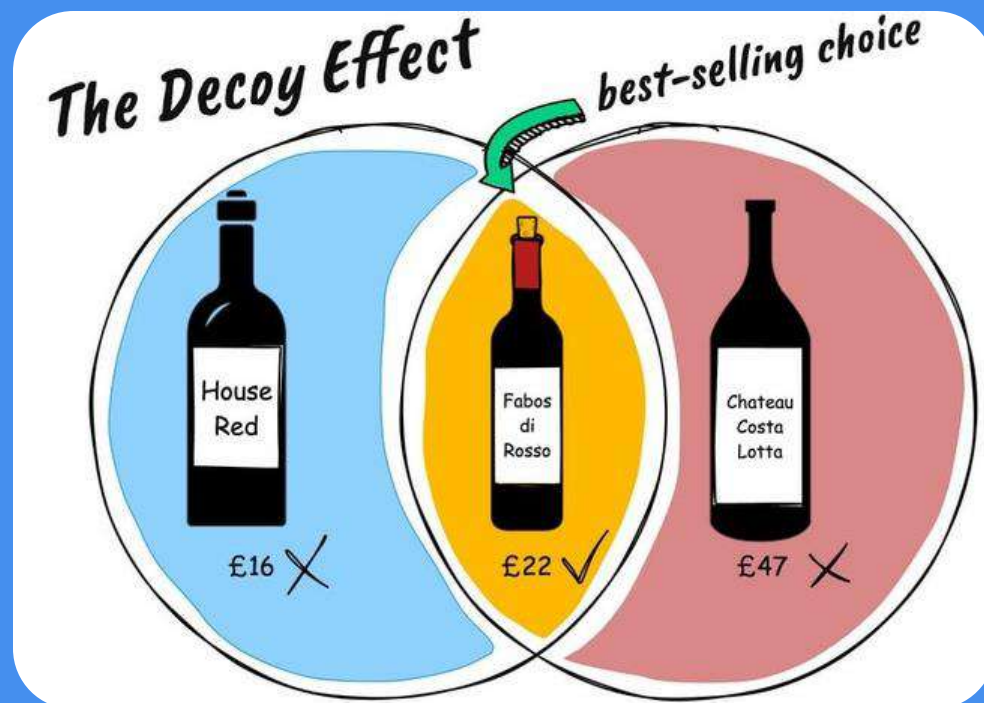
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Pricing - Psychology

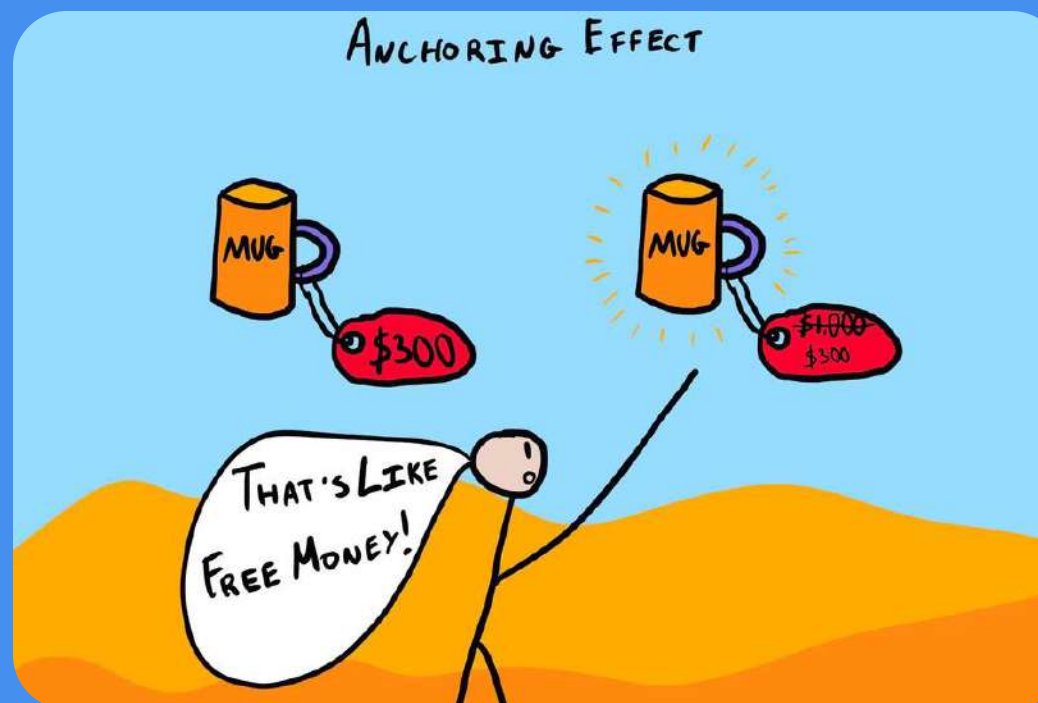


Perception of Value: higher rates can attract better clients

Advanced Filtering: Pricing can filter out cheap clients



Decoy Effect



Anchoring Effect



Framing Effect



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“Pricing is more of a mindset issue than a math problem”



When will he stop speaking?





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Positioning



The perception of your value through your client's eyes.

Core Components

- **Niche:** who you serve
- **Value:** what problem you solve
- **Differentiator:** why you are unique



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Positioning



Why it matters more than talent:

Clients do not buy “hours - worked” - they buy outcomes and trust.

Thus without positioning you are seen as a commodity.





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Positioning



Formula

“I help [WHO] achieve [RESULT] through [HOW]”

ex.

“I help B2B companies generate measurable growth by combining performance marketing, SEO, and LinkedIn strategies”



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Positioning



3 Pillars of strong Positioning

- **Clarity:**

Potential Clients should instantly “get” what you do

- **Relevance:**

Position yourself in line with your client’s biggest pain

- **Credibility:**

back up your claims with proof

(ex. testimonials, case studies, credentials, awards)



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Positioning



Most common Mistake: **Not living your positioning!**

Positioning is not just words - its how you show up:

- **Your Social Presence** (social profiles, deliverables, website etc.)
- **Your Communication** (style, tonality, pillars, colors)
- **Your Pricing:** we talked about this

And above all with consistency!!



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*“Freelancers don’t get hired for what they do..
They get hired for what they are known for.
Positioning is how you take control of that story”*



Let’s talk after the presentation for more info on this..





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Leaving here you need to



Your 5-Point Action Plan

- 1. Buy my book**, we established that - I know, I know shameless plug
- 2. Start your “dear diary of tasks”**
- 3. Calculate your fee**, yes! do the math
- 4. Find your pricing model**
- 5. Figure out your positioning**

A man with a beard, wearing a purple sweater and blue jeans, is sitting on a dark blue couch. He is smiling and looking towards the camera. The couch is decorated with several pillows, some of which have the LinkedIn logo on them. In the background, there is a large, illuminated LinkedIn logo on a wall. The setting appears to be a modern office or lounge area with large windows and a brick wall.

**“Opportunities should
chase you, not the
other way around”**



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*Vasileios
Mylonas*



Come Say Hello



Ready for Impactful Growth?

Website

www.thecoollion.com

Email

vm@thecoollion.com

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Mylonas*



Come Say Hello



But **Wait** there is **more...**



1. Add me
2. Send me a message and receive my new eBook.



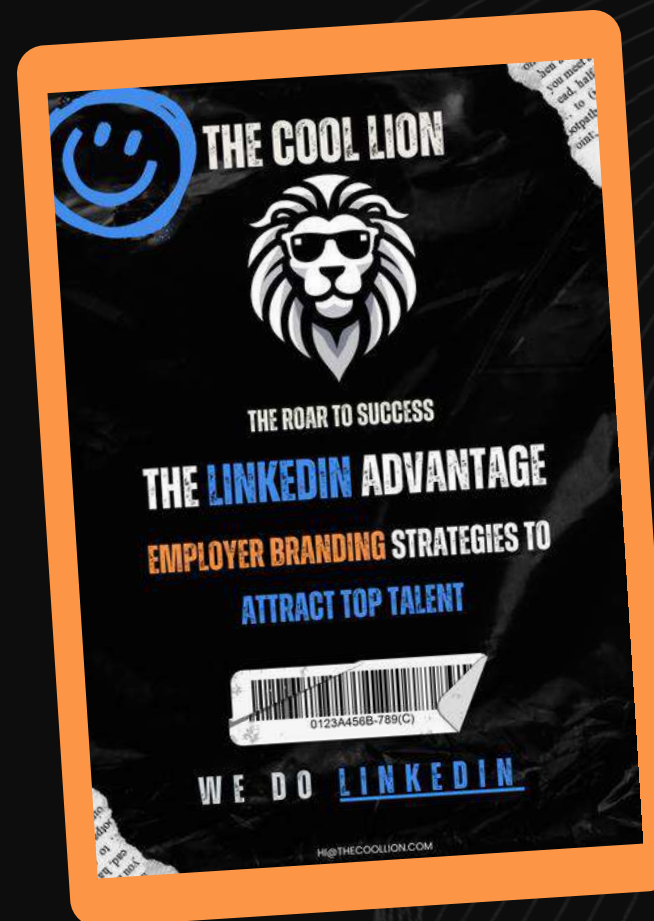
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But **Wait** there is **more...** vol 2



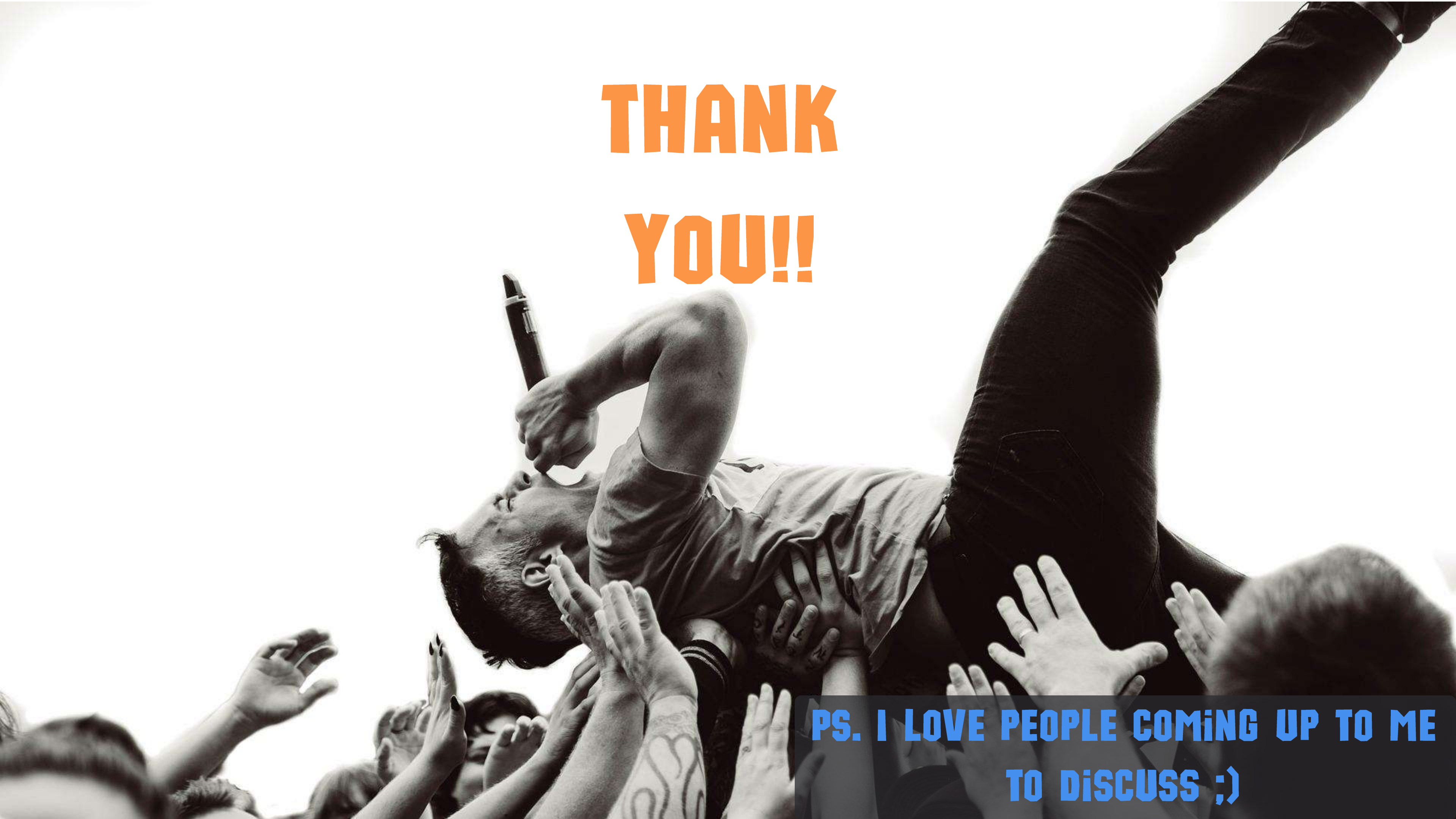
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+



1. Snap a photo
2. Post something cool on  & Tag me
3. Receive 2 more exclusive eBooks



THANK YOU!!

**PS. I LOVE PEOPLE COMING UP TO ME
TO DISCUSS ;)**