



# **HOW TO CONVERT LEADS INTO CLIENTS?**

**Convert Leads 3X faster  
with Practical Steps**

# TABLE OF CONTENTS

## **Lesson 01**

---

The Foundation of Client Conversation

## **Lesson 02**

---

How to Engage Clients?

## **Lesson 03**

---

Project Assessment: Matching Skills

## **Lesson 04**

---

Build Trust With Transparency

## **Lesson 05**

---

How to NOT lose a Client?

## **Lesson 06**

---

Give Clients the Best Experience

## **Lesson 07**

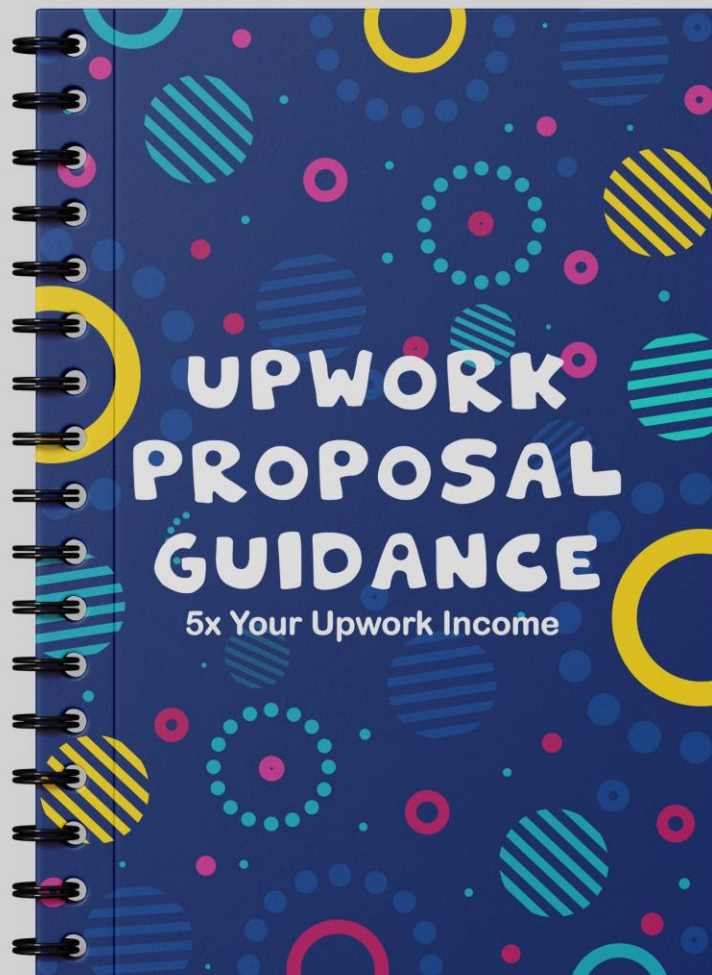
---

Negotiate your Offer

# Welcome

## STEP 1

Create **Binder** of this  
short course



3

S U C C E S S T R A I N I N G

Colette  
Barry

# STEP 2

---

## Invite your fellow **Newbie** and **Rising Talent** Freelancers

### FIRST: USE THIS SCRIPT ON SOCIAL MEDIA

Newbie and Experienced Freelancers, Upwork Superstar Colette Barry, with 15 years of Top-Rated success, cracked the code to convert leads into clients in her new Mini-Course. Now convert every lead into client!

**Comment ME if you want me to send details.**

### SECOND: SEND THIS IN A PRIVATE MESSAGE

Hi! Here's the mini course of Colette Barry, Top-Rated Upwork Guru on "How to Convert Lead into Client". Here's the link to register for the course.

**Comment ME if you want me to send details.**

# STEP 3

---

**Join our Facebook Community**

## Join the fun!

Head over to our Facebook Community and get a chance to win epic giveaways! Don't miss out!

**[your portfolio website link]**

4

S U C C E S S T R A I N I N G

Colette  
Barry

# THE STORY

Born with Nerve deafness-believes in making the impossible, possible.



## *Colette Barry* **THE STORY**

Despite being born with nerve deafness and struggling academically, my passion for art became my guiding light.

**I'm a fighter, and if I can turn Freelancing into a thriving six-figure business, I believe anyone can.**

With over 20 years on Upwork and a freelancing income exceeding 1 million, I'm ready to share all my secrets. I have an unwavering commitment to the **"WOW factor"** in everything I do, both in serving clients and guiding aspiring freelancers like you. Teaching is my love, and watching others succeed fuels my passion.

Hi! I'm *Colette Barry*, an individual who loves colors, motion, and nature. Living close to Ohio Natural Emerald National Park allows me to indulge in these loves.

5

S U C C E S S T R A I N I N G

*Colette Barry*

# 3 THOUGHTS OF SUCCESSFUL PEOPLE

---



1. "Innovation distinguishes between a leader and a follower." -**Steve Jobs, Co-founder of Apple.**
2. "The only person you are destined to become is the person you decide to be." -**Ralph Waldo Emerson, American philosopher**
3. "The best way to predict the future is to create it." - **Peter Drucker, Management consultant and author.**

# 5 MINDSET SHIFTS REQUIRED FOR FREELANCE SUCCESS

---

If you want to grab freelancing jobs in your NICHE in 2024, then a strong commitment to **YOURSELF** is crucial.

Believe me, it will work **MORE** than anything else.

**Be**

## From Job Applicant to Value Architect

- You're not just applying, you're providing value.
- Understand your client's needs and become their freelance hero.

## Reframe Rejection as Valuable Feedback

- Use each "NO" to refine your pitch, understand ideal clients better.
- Remember, the right **"YES"** is worth countless polite **"noes"**.

## Quality over Quantity

- Ditch the shotgun approach.
- Craft fewer, laser-focused proposals that scream **"hire me."**

## Continuous Learning

- The freelance world is ever-evolving.
- Stay curious, adapt, and keep your skills sharp.

## Celebrate the Hustle

- Freelancing is a rollercoaster.
- Embrace the wins, learn from the dips, and always celebrate your **WINS**.

# HOW TO CONVERT LEADS INTO CLIENTS?

8

S U C C E S S   T R A I N I N G

Colette  
Barry



# Lesson 01

## HOW TO START?

Building trust and rapport is paramount, especially in freelancing where communication is a **MUST**.

In a study, 30% of clients cited "**Unclear Communication**" as a reason for rejecting a proposal.

### 1>BIDDING & THE LEAD PHASE

### 2>GIVE A SOLID REPOSENSE

Once you bid and the client responds then its your moment to start reeling them in.

#### WHAT I DO?

As the owner of the company, my job is to bid, oversee leads response and then pull them in for **MEETINGS**

#### Client:

“Colette, I like your portfolio and I’d like to learn more about how you work.”

#### A SOLID RESPONSE TO CLIENT

#### Colette:

“Hello Sherry, thanks for connecting! I love your concept on selling baby clothing to Dads. I think Fathers need all the help they can get in dressing their little ones!”

# Lesson 02

## HOW TO ENGAGE CLIENTS?

### STEP 1

#### Quickly Toss the Hook with Something FREE

Once I understand their needs, I present a tempting offer to get them hooked on my skills.

#### Colette:

I see that you are looking for a website. Would you be interested in me creating a FREE Mockup of your home page? You don't need to hire me.

#### In Case of the Animator Job

To give you a taste of my work style and skill, I'd love to offer you a FREE character animation sample tailored to your project's theme or message.

# WHAT **FREE** OFFER CAN BRING TO YOU?

Prior them messaging you, you were a complete stranger. Now you are somebody.

- ✓ You have opened the door and welcomed them in for a cup of tea!
- ✓ You paused the competition. Your FREE offer captured the client's attention and temporarily stalled their search for other options.

**“9 out of 10 the client will say Yes! So already I’m achieved a 90% chance I would win this job. ”**

## STEP 2

### Start getting the details

- ✓ Once you get the “go ahead” now start getting the details. Depending on the project, send a google form for the client to fill out.



**“To ensure we're both on the same page and I can deliver exactly what you need, kindly fill out the attached form to know more about your project.”**

II

S U C C E S S T R A I N I N G

# Lesson 03

## PROJECT ASSESSMENT: MATCHING SKILLS AND REQUIREMENTS

### Do Project Evaluation

- ✓ Does the project align with your expertise and goals?
- ✓ Can you handle the workload within the timeframe?
- ✓ **Are you genuinely excited about the project?**

### Take advantage of the "Getting Acquainted" phase

- ✓ Use this time to ask questions
- ✓ Deliver your FREEBIE (mockup) within 1-2 days

“

**Client:** “Can you tell me how your process works?”

**You:** “Sure! Once you fill out the form I’ll send you few theme samples. These theme samples will be our “wire frame” when we start creating your homepage.

Branding, images, and design - it's all about YOU. Your mockup, delivered within 1-2 days, will showcase this individuality.”

”

### Build Trust in End Line

“We can schedule a ZOOM call to discuss your thoughts after you've had a chance to review it.”

# Lesson 04

## BUILD TRUST WITH TRANSPARENCY

### Transparency Builds Trust

- ✓ Be upfront about your capabilities, limitations, and work process.

**Don't pressure the client or push for immediate cost discussions.**

- ✓ Emphasize that you're there to accommodate their needs.

### Negotiate After DELIVERY

- ✓ It's a lot easier to negotiate once they have the sparkling, shiny mockup that was designed just for them.

13



"Thank you for reviewing the mockup! I'm excited to hear your thoughts and feedback."



"Let's hop on a call to discuss your project in detail and budget allocated"

# Lesson 05

## HOW TO NOT LOSE A CLIENT?

---

More than 70% freelancers lose the client at this phase so BE ALERT.

### Maintain Communication - Don't Ghost:

- ✓ **Daily Messages:** Briefly update them on progress, showing they're valued.
- ✓ **Proactive Approach:** Seek missing content, demonstrating attentiveness.
- ✓ **Final Day Update:** Inform them about the completed mockup and your quality check.

You will get 3X response when you made them feel that you're genuinely excited to bring their vision to life.

14

S U C C E S S T R A I N I N G



### What's My Rule?

---

"Thank you for reviewing the mockup! I'm excited to hear your thoughts and feedback."

# Lesson 06

## HOW TO NOT LOSE A CLIENT?

---

- ❖ Present your work done
- ❖ Let Client view and edit it
- ❖ Do alterations as per Client's need

And if they hire you or NOT, you will have a better chance in getting a POSITIVE review which is the price as gold.

15

S U C C E S S T R A I N I N G

### What We Do?

---



- ✓ Placing mockup on an editing platform like **Marvel**.
- ✓ If its a video we send the demo on **vimeo** editor.
- ✓ 1 min video demo on how to use the editor.

# Lesson 07

## NEGOTIATE YOUR OFFER

Negotiation is a **two-way** street.

Now , you can confidently negotiate your offer and build long-term, successful client relationships.

### 01 ANALYZE THE PROJECT SCOPE

### 02 BE RESPECTFUL, BE PROFESSIONAL

### 03 BE OPEN TO COMPROMISE



Instead of: "I can't do that for that price."  
Say: "I understand your concerns. Perhaps we can reach a compromise by adjusting the project scope"





# THANK YOU

So Glad You Were Part of This!

17

SUCCESS TRAINING

Colette Barry

