

Steal my 5-step client closing framework.

Honestly, success in freelancing is 80% how you talk and only 20% what you do.

My method is simple: I hop on a call, identify their pain, and pitch a solution that feels like a no-brainer.

You know, once they see you understand their problem, the contract basically signs itself.

How I Close High-Paying Clients using this: The PASOC Framework

1. P - Pain The first thing you do in a meeting is talk about their pain.

Research & go through the client's competitor's. Find the gap.

Do not talk about yourself.

Ask questions to find out what is hurting their business right now.

2. A - Agitation Once they tell you the pain, you have to make them feel it a little bit.

You aren't being mean.

You are just reminding them that this is a serious problem that needs a fix fast.

- "So, you are losing X amount of money every week this isn't done?"
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3. S - Solution Now you switch. You tell them that there is a way out. You explain the strategy that fixes the pain. Don't sell "you" yet, sell the "plan."

- "Okay, the best way to fix this is XYZ."
- "We need to redesign the landing page because of XYZ reasons."

4. O - Offer This is where you pitch yourself. You explain that *you* are the person who can build that solution.

You walk them through your specific process.

- "I can build that system for you in two weeks. Here is exactly how I work..."

5. C - Close (Contract) If you did the first four steps right, this part is easy.

You don't need to be pushy. You just ask for the next step.

- "Great, I'll send over the contract and we can start Monday."

Stop trying to sell your skills. Start selling the solution to their pain. If you follow this flow, you might be surprised at how easy it is to get a "yes."