

Upselling Your Client from \$5,000 to \$25,000

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Hi. It's Gail Mercer-MacKay, founder of the 6-Figure Freelance Writer and Mercer-MacKay Digital Storytelling. Thank you for joining me in this week's video.

Today it's about upselling a client. I had a call this morning from a brand new prospect, didn't know him, but he was referred to me by someone who's worked with me before. He was looking for a particular piece of content and asked me if I could do it and I said, "Yes." He said, "How much will it cost?" I said, "It's a \$5,000 project." He said, "That sounds good." I said, "Do you mind if I ask you a few more question about what you really want to do and what the outcome is?" He said, "Sure," and he shared with me what they were looking to do. I said, "Well that's great, but you are also going to need several other pieces, not just this one piece that we're talking about."

We talked a lot about the other pieces he was going to need and at the end of the day he said, "And, if I took those other pieces what would it cost me?" I said, "That would be another \$20,000." He said, "Well that sounds perfect. I think I'm going to go with the original piece and the add-ons that you've described." So, we went from a \$5,000 conversation to a \$25,000 conversation in a space of about 30 minutes.

That's really what this new world is about, this whole word of freelance writing, content marketing for technology companies and the role of the freelance writer who is helping these technology companies pull together all the different assets they need to be really successful because it's really for them. It's not about buying a piece of content, it's about creating things that are going to attract more business for them.

So if you want to know more, want to spend a little bit more time learning how to do this and how to create content that people are willing to pay a lot of money for, then one way to do it quickly is to take our workshop. The early bird pricing end today. On February 10th I'm going to be running a live workshop in Burlington, Ontario and also running it virtually for writers around the world who want to come in.

We only have a limited number of spots and more than half of those spots are taken already. But, it's still opened for registration and the link is in the email. The link will be in the video below. I'll have my editor put it into the video as well. Click on to find out more and to register for it. We really hope to see you on February 10th and we can teach you all of the things that you need very quickly write awards for Microsoft partners right now, make some money fast, but also take that, carry that into the rest of your business as you grow your business as a freelance writer. So thanks for listening. Have a great day and until next week. Believe, be brave and go write. I'm Gail Mercer-MacKay.