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stacker**

# **SALESFORCE FREELANCE**

**Career Launch Guide**

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# welcome to the talent stacker

## **SALESFORCE FREELANCING CAREER LAUNCH GUIDE**

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Welcome to the Free Salesforce Freelance Career Launch Guide! As we move through this guide you will begin to understand exactly how Salesforce Freelancing works, who it's for and whether or not it's a good fit for you right now. Most individuals never freelance because they either don't know the details of how to be a freelancer or because they misunderstood what it means. They may have heard a bad story about a friend who tried to freelance or they heard it wasn't stable etc. In this free course we aim to inform you about what Salesforce freelancing is and help you make an informed decision about whether or not you want to pursue this route in your career!

**LET'S GET STARTED** 

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# Lesson 1

## WHAT IS FREELANCING?



Click to Play  
Lesson One  
Video

So what is Salesforce Freelancing anyways?? In this video, Bradley and guest expert Erick Mahle discuss what Salesforce Freelancing is and if you should consider a future in the freelance space.

### »» INDEPENDENT CONSULTANT QUALIFICATIONS

- Absolute minimum requirement is 1 certification.
- 1 Year of Experience and 2+ Certifications is a strong starting point.
- 2+ Years of Experience and 3+ Certifications - you should absolutely be independent consulting.



# Lesson 1

## WHAT IS FREELANCING?

### »» QUICK TAKEAWAYS

- Refer to yourself as an "Salesforce Independent Consultant" instead of a "Salesforce Freelancer". The term freelancer can cheapen the perception of your value.
- Be aware that there are major differences between Contractors and Consultants, for flexibility and increased income, be aware of these differences.
- Most beginning freelancers keep their day job and consult on the side, we discuss some tips on juggling both - especially when it comes to meetings.
- You have more value than you realize and when you find the clients you will be amazed at how much they need you!





# Lesson 1

## WHAT IS FREELANCING?

### TAKE ACTION >>

Write 3 reasons “why” you are considering a freelancing path. The “why” behind why we take certain steps can help provide motivation and clarity on the road ahead.

1

2

3

"I used this program to start my own Salesforce consultancy. My first client paid for the entire price of the Career Accelerator Program and all startup costs of my business in just 1 month with money to spare."

**Guillaume Weill**  
*17x Certified - Consultancy  
CEO & Salesforce Architect*



### COMING UP NEXT!

In the next lesson, we will take a look at one of the most commonly asked questions in the Freelance space - how to find clients.

Landing your first 2-3 clients is the hardest part, but once you do good work for 2-3 clients you'll find that between referrals and project extensions the work will come to you!

## Lesson 2

# HOW DO I FIND MY FIRST CLIENTS?



Click to Play  
Lesson Two  
Video

Finding your first clients is certainly the most difficult part to starting your Freelance business, but don't let that stop you. You have a bright future ahead, money to be made, clients to be helped, an amazing brand to build, and a flexible lifestyle at your fingertips.

In this video we offer some tips on how to think about landing your first clients and how to start thinking strategically about ways to make this happen. We want your takeaway from the video to be that "I can do this, I may have some work to do, but this is definitely possible. I just have to get started".



## Lesson 2

# HOW DO I FIND MY FIRST CLIENTS?

### »» QUICK TAKEAWAYS

- As a new Freelancer you can volunteer on projects. Then you can convert these projects to paying clients when you do good work or worse case scenario get a testimonial video, referral and letter of recommendation to create an amazing brand!
- Convert full-time job postings into clients by showcasing your value and explaining why freelancers are much more cost effective than full-time employees with all the same work getting done.
- Sub contract with consulting firms that already have established customer bases and project pipelines.
- Check out the Salesforce Partner Program for individuals looking to build for scale and one day have hope to have a staff of consultants.
- Online sites like UpWork and Fiverr, why they don't work well but you still might consider giving them a shot.
- The Full Freelance/ Salesforce Career Accelerator Program will deep-dive into these topics but for now we see there are certainly many ways to land clients!

*Talent Stacker*



## Lesson 2

# HOW DO I FIND MY FIRST CLIENTS?

### TAKE ACTION



1

Scope your leads!

2

Based on Bradley's advice for finding new clients - think about your network - where are some places you might start? List them here.

3

### TESTIMONIAL

FROM SF PRO TO  
FREELANCER WITH  
5 CLIENTS

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ACCELERATOR STORY

*Eddie Devedan*

A testimonial graphic for Eddie Devedan, a program member. It features a circular portrait of Eddie, a man with glasses and a blue shirt, smiling. The text reads 'FROM SF PRO TO FREELANCER WITH 5 CLIENTS' in white on a dark blue background. Below the portrait is the 'talent stacker' logo. A yellow banner below the portrait says 'ACCELERATOR STORY'. The name 'Eddie Devedan' is written in a white script font at the bottom.



Click to hear  
from one of our  
program members!

### COMING UP NEXT!

In the next lesson we will begin to understand a critical piece of building our freelance business - how to build a brand for ourselves.

# Lesson 3

## BRANDING YOUR BUSINESS



Click to Play  
Lesson Three  
Video

Branding is extremely important and often overlooked or misunderstood. Most individuals focus on what their company name should be or what their logo is going to look like. While these are important considerations they are not the priority when getting started.

In this video, we discuss some of the key areas you should be focusing on.



If you're not sure that you're ready to Salesforce Freelance yet and are more interested in starting a Salesforce career with a full-time job as a Salesforce Professional, a place to start is with the **Free Salesforce 5 Day Challenge!**

[TAKE THE CHALLENGE](#)

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# Lesson 3

## BRANDING YOUR BUSINESS

### »» QUICK TAKEAWAYS

- Get a website domain and create a simple website through a website builder like Squarespace or similar. Keep in mind this is not going to be quick. A website needs content and content takes time. You will want testimonial videos, referrals, articles showcasing why you're the expert. A services page outlining what you do and a baseline for what your costs are and how they can reach out to you for more information.
- Create a LinkedIn Profile and rebrand it for your Freelance Consulting offerings.
- Write engaging Posts on LinkedIn to inform others of your business and garner engagement.
- Write Articles for your website and LinkedIn based on the topics of the Posts that get the most traction.





# Lesson 3

## BRANDING YOUR BUSINESS

### »» QUICK TAKEAWAYS

- Create short videos for your website and LinkedIn based on the topics of the Posts that get the most traction.
- When you write an Article or record a video for your website be sure to Feature those articles/videos on your LinkedIn profile and you can even copy/paste Articles into LinkedIn Articles so they are cross posted on multiple platforms for SEO.
- Create a lead funnel using a tool like MailChimp, ConvertKit, or Active Campaign. You will now need a Lead Magnet to get people to give you their email address for their funnel. Typically, Lead Magnets are completely free and valuable content like this course. It helps inform individuals about why your content is valuable and why they might be interested in your paid content ;) If you're really good you will segment those email addresses into lists and email those individuals letting them know why they should be using your services and why it benefits them.



# Lesson 3

## BRANDING YOUR BUSINESS

### TAKE ACTION >>

When people see your freelancing business - what are three characteristics you want them to take away? Perhaps you are authentic, bold, and trustworthy. How might you develop your brand to reflect these characteristics? Identify the three characteristics you would like to cultivate in your freelance brand.

1

2

3

"I made the purchase and it was the best thing ever. My husband came in just 1 hour after I joined and I told him it was beyond worth it just for the downloadable templates themselves."

**Sonia Colaw**  
9x Certified- Salesforce Scrum  
Master & Product Manager



### COMING UP NEXT!

In the next lesson, we are going to discuss some of the perks of being a freelance consultant - income and lifestyle flexibility!

# Lesson 4

## HOW MUCH CAN FREELANCERS MAKE?



Click to Play  
Lesson Four  
Video

The 2 biggest reasons individuals look into freelancing is for higher income and lifestyle flexibility. In this lesson we will focus on the important topics, “how much freelancers should expect to make” and “what goes into the varieties of wages that we see.”

What you get paid varies based on how well you negotiate and sell your value, this skill comes with time and patience. Expect to accept lower rates as you begin freelancing to get comfortable with these conversations. Once you have a few clients in place at lower rates it will make it easier for you to negotiate new clients at higher rates because you are coming from a position of power, knowing that if you lose the deal you're okay.

We will also briefly discuss Managed Services Agreements and why these are the holy grail of income stability and high income for freelancers.



# Lesson 4

## HOW MUCH CAN FREELANCERS MAKE?

### »» QUICK TAKEAWAYS

- Entry level freelancers often work volunteer projects to build rapport, network, get referrals/testimonials and make a name for themselves.
- Entry level rates for individuals just looking to get their feet wet or with less than 1 year experience should expect \$30-\$40/hour as a safe range.
- Individuals with 1+ years experience and 3+ certifications can expect to negotiate rates in the \$50-\$70/hour range assuming no specialty skills.
- With 3+ years experience and 5+ certifications you should expect to charge \$90-\$110/hour in a safe range.
- Specializing can level up your income when you find clients who need your specialized skill. These are certifications and experience on topics like CPQ, Field Service Lightning, Marketing Cloud, Pardot, Finance Cloud or other less common skill-sets. Individuals targeting specific clients in these areas can expect \$100+/hour regularly and even as high as \$200/hour with the right experience and understanding of business.
- Managed Services Agreements allow you to lock in hours and pay for longer term contracts which leads to incredible income and stability.

# Lesson 4

## HOW MUCH CAN FREELANCERS MAKE?

### TAKE ACTION



1

Set your intentions.

2

What 2-3 skills are you going to work towards in the next few months that will drive value for your clients? List your goals here.

3

### TESTIMONIAL



Click to hear from one of our program members!

### COMING UP NEXT!

In the next lesson we are going to cover obstacles you might face in the freelance space and how you can work to overcome them.

# Lesson 5

## COMMON OBSTACLES TO OVERCOME



Click to Play  
Lesson Five  
Video

Congratulations! You have made it to the final lesson. Here we are going to talk through major obstacles that new Salesforce freelancers face and why the Full Freelance/Salesforce Career Accelerator Program helps you to streamline your approach and overcome these obstacles in a quick and efficient way.

### »» MOST COMMON OBSTACLES

- Income Instability
- Finding Clients
- Not Knowing How Much to Charge
- Starting a Company
- Documentation Needed to Complete a Project from Start to Finish
- How This Fits in Your Schedule

# Lesson 5

## COMMON OBSTACLES TO OVERCOME

### TAKE ACTION >>

Create a plan.

All New Freelancers will come across obstacles - the important part is to understand how we might tackle those mountains when we cross them. In the space provided, sketch out the obstacles you foresee and a few ideas on how you might overcome them.

1

2

3

"If you want to be that professional and live that life that you've always envisioned I think it's paramount that you join. This has impacted my career in so many ways. From landing freelance clients, to instantly downloadable templates for every aspect of my career... Other professionals give outdated advice from back when they did things years ago, but Talent Stacker works with professionals every day and understands exactly how it works today."

**Elijah Greene**  
12x Certified | Salesforce  
Solution Architect & Navy  
Veteran



### COMING UP NEXT!

We have learned the high level ins and outs of being a Salesforce Freelancer - but maybe you are looking for more?

Read on to find out about the **Salesforce Career Accelerator Program** by Talent Stacker!

..... join talent stacker .....

# WHERE DO WE GO FROM HERE?

## SALESFORCE CAREER ACCELERATOR PROGRAM

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Congratulations on finishing the Free Salesforce Freelance Career Launch Guide - we hope this helped introduce you to what freelancing is and how you might get started!

If you are keen on taking the next step and would like to dive deeper. We recommend checking out the **Salesforce Career Accelerator Program by Talent Stacker!**

The **Salesforce Career Accelerator Program by Talent Stacker** is designed to make you a more aware Salesforce professional. We want you to understand your options, if you choose to be an awesome Admin at a company or an incredible Consultant with a Salesforce partner, that's great and we want to support your progress there.

On the other hand if you want to make some additional income on the side by picking up some freelance clients or even transitioning into a full-time Independent Consultant we can help with that too!



**JOIN NOW**



..... join talent stacker .....

# WHERE DO WE GO FROM HERE?

## VALUE OF YOUR MEMBERSHIP



- ✓ Tools to manage your time and level up your career prospects
- ✓ Critical Project Planning Templates and Tips!
- ✓ On Demand Course access for deep-dive understanding on topics that matter.
- ✓ Learn how to manage Job Hopping to get what you deserve and not burn bridges.
- ✓ Live Professional Led Workshops w/ Archives for ongoing education.
- ✓ 1:1 Advanced Branding Strategy Development and Execution with our Career Experts.
- ✓ Comprehensive Training on How to Become a Salesforce Freelancer
- ✓ 1-Year Access to the Career Accelerator Course and Professional Community

**JOIN NOW**



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..... **join talent stacker** .....

# **NEED ADDITIONAL SUPPORT?**

## **TRY THE FREE ACCELERATOR TOOLKIT**

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Talent Stacker has helped 20,000+ individuals jump-start their Salesforce careers and now we are here to take it to the next level. Get a glimpse of how the Accelerator program will add immense value to your Salesforce career and your life with our FREE Salesforce Accelerator Toolkit.

**TRY THE TOOL KIT**

## **SALESFORCE FOR EVERYONE**

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For everything you need to know about embarking on a Salesforce career - Subscribe to the Salesforce for Everyone YouTube channel or check out our podcast!

**YOUTUBE CHANNEL**

**PODCAST**





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