Title:
Winning Freelance Work: Beat The Skeptic

Word Count:
542

Summary:
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How a Project Manager Thinks

Here are a few quotes from project managers and employers to show you exactly how they think.

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1. Jaime, Editor ˘ ˆThe First Elimination˜

My process of judging proposals is one of elimination. The first step is about a general impre

2. Jacob, Project Manager - ˆI only believe what I see for myself.˜

I read every proposal while questioning what I´m being told. Some people make things up. Most

3. Randy, Project Owner ˘ ˆDon´t Tell Me, Show Me˜

Don't try and impress me with ramblings. Lots of positive words strung together does nothing f

How to Beat the Skeptic

It´s not about what you say, it´s about how you say it. Three small changes will make all the

1. Use Real Evidence

It´s always better to sell yourself with a real example.

Not so good ˘ ˆI am reliable.˜

Much better ˘ ˆYou will never be left wondering how the project is going because I will provid

2. Use Your Results

Telling project managers about your past results is also a good way to sell yourself.

Not so good ˘ ˆI write effective web site copy.˜

Much better ˘ ˆWith my new and improved content, my last client increased their sales by 120%

The second statement clearly communicates the quality and effectiveness of the work. And at th

3. Be Specific

If you can use facts and figures to make your point, do so.

Not so good ˘ ^Most of my business is repeat, showing that my clients are happy with the servi

Much better ˘ ^96% of new clients have returned to use my services again.˜

Not so good ˘ ^I have completed various similar projects.˜

Much better ˘ ^I have completed 19 similar projects in the last year.˜

Make these three simple changes to your bids and job applications and you´ll win more clients,