

# 3 STEADY STREAM OF PAYING CLIENTS



The Third Achievement From

**Path Of The Freelancer** by Jason Scott Montoya

## THE FOUR CHECKPOINTS

### 1 WE'RE FINDING NEW PROJECTS

Easiest To Get New Work

Hardest

Active Clients  
Recently Active Clients  
Inactive Clients  
Prospects & Leads  
Connections  
Strangers

Sales Type?



**Crockpot:** Slow & Persistent Over Time



**Grill:** Quickly Find Need & Push To Solve Now

### 2 SALES IS A PREDICTABLE PROCESS



### 3 WE'VE BUILT A TEAM OF ADVOCATES



**Rainmakers** Feed Work Our Way



**Happy Customers** Refer Clients To Us



**Friends** Mention Us to Others

### 4 REFERRALS AND LEADS SEEK US OUT



We Want You!