

Online Masterclass:
**How to get consistent
clients as a motion designer.**



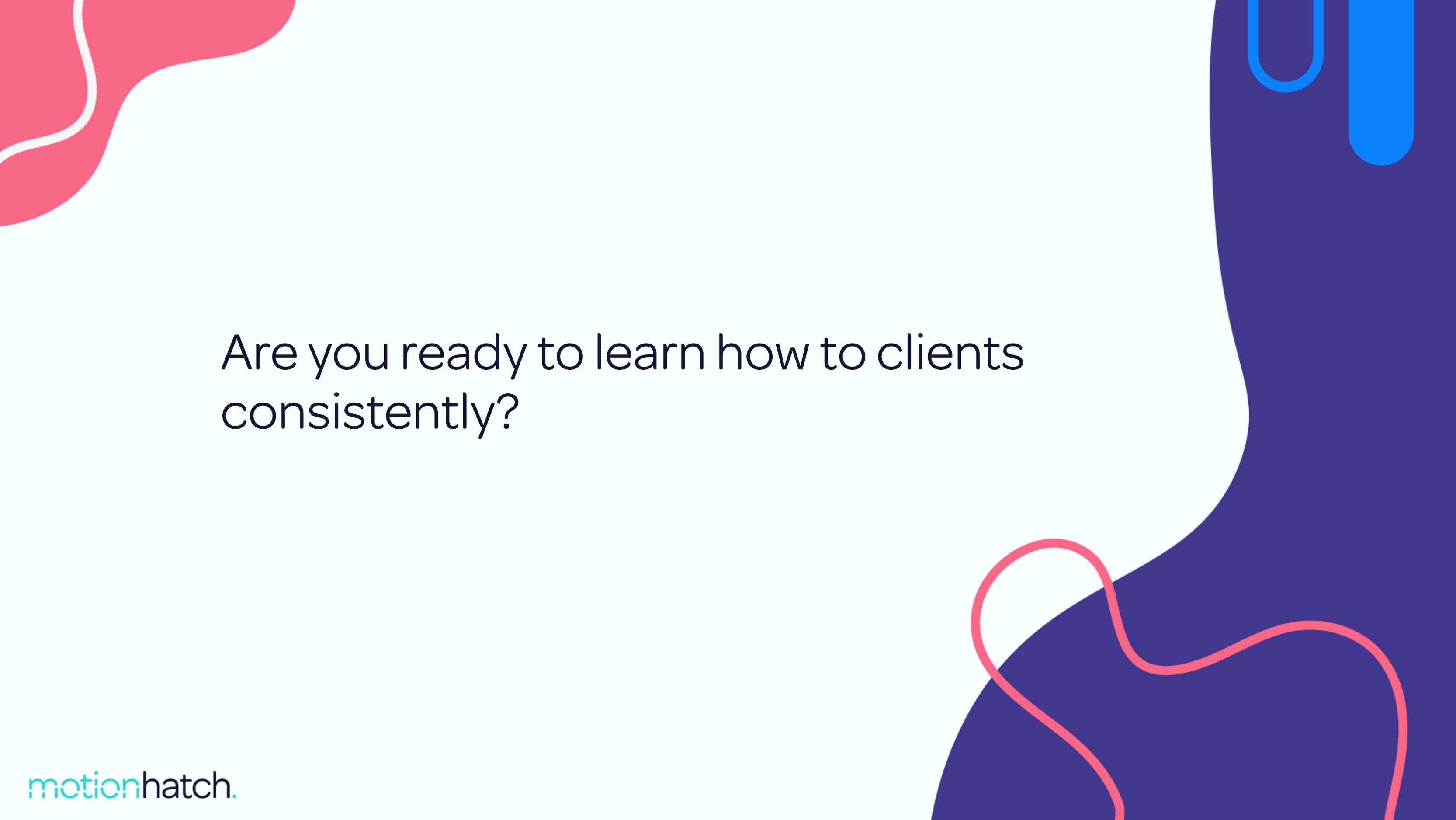
motionhatch.

House keeping

Use the chat! Interact with me and fellow participants.

If you want to ask a question there is a question box. Please don't put questions to me in the chat.

There will be Q&A at the end so I will try and answer as many questions as possible.



Are you ready to learn how to clients consistently?

Does this sound familiar to you?

- You're not sure where you get your clients from or you're mostly getting them from referrals.
- You worry about where your next paying project is coming from.
- You try and post on social media but you're unsure that what you're doing is effective in getting clients.
- You aren't confident in reaching out to clients. You're not sure if you are communicating in the right way.
- You're feeling overwhelmed.

What we will cover:

1. How to get consistent clients and avoid freelance dips.
2. How to keep up with your outreach and not feel overwhelmed.
3. How to create a system to generate new client leads.
4. Client Quest course + discount and bonuses.
5. Q&A

Download the worksheet

motionhatch.com/masterclass-resources

Take notes!
@motionhatch
#mhnotes

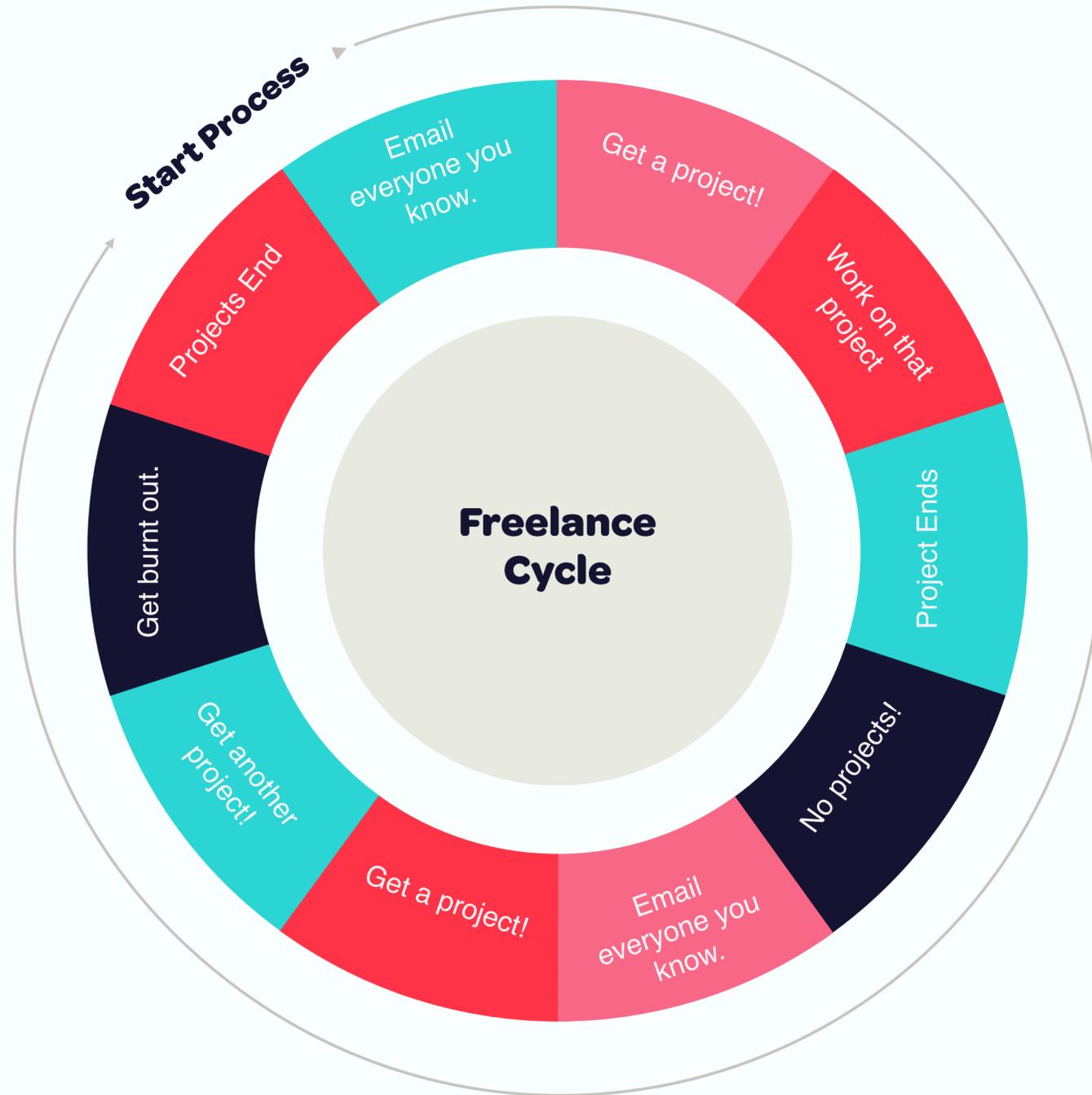
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#mhnotes

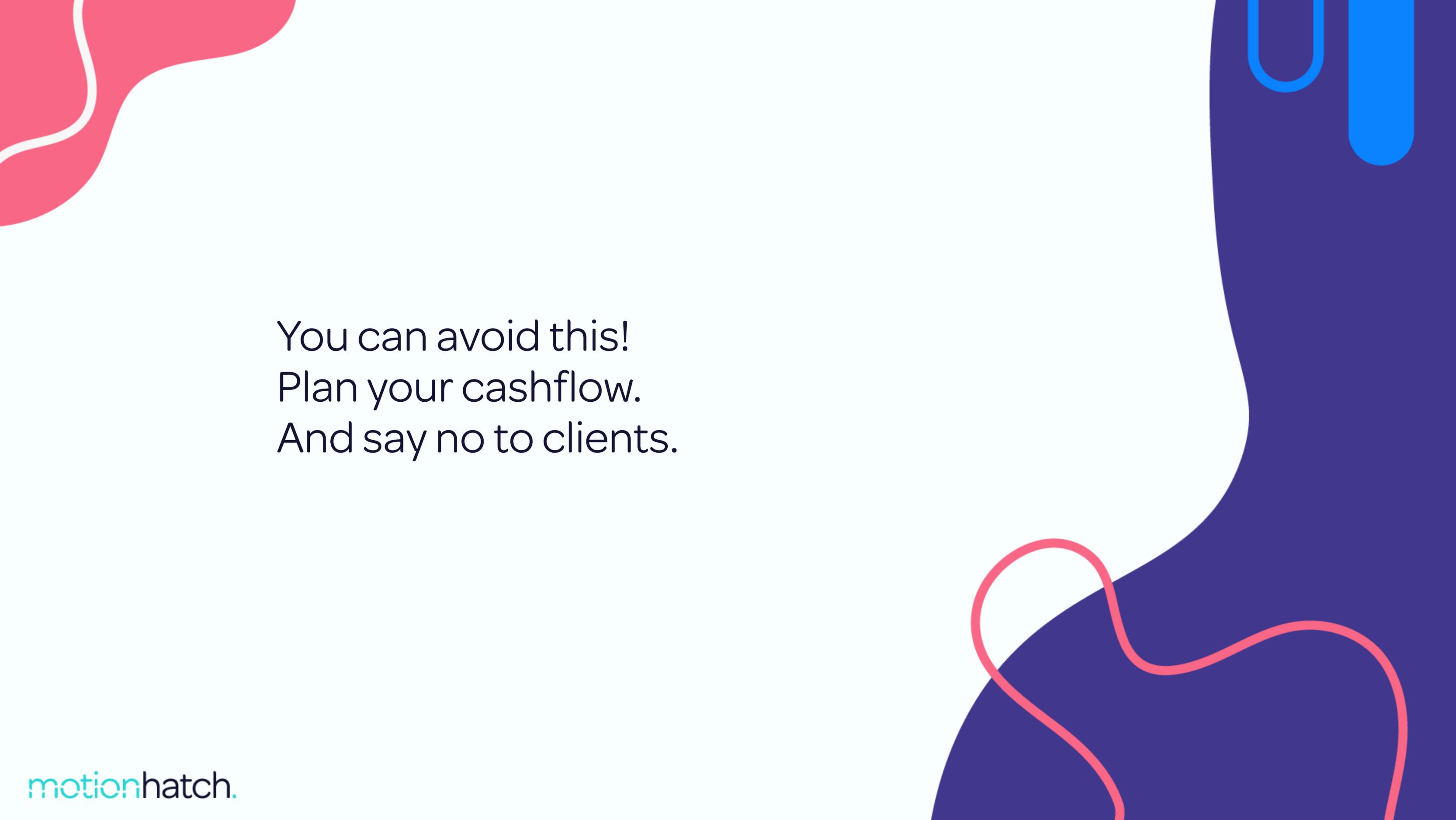


I'm Hayley...



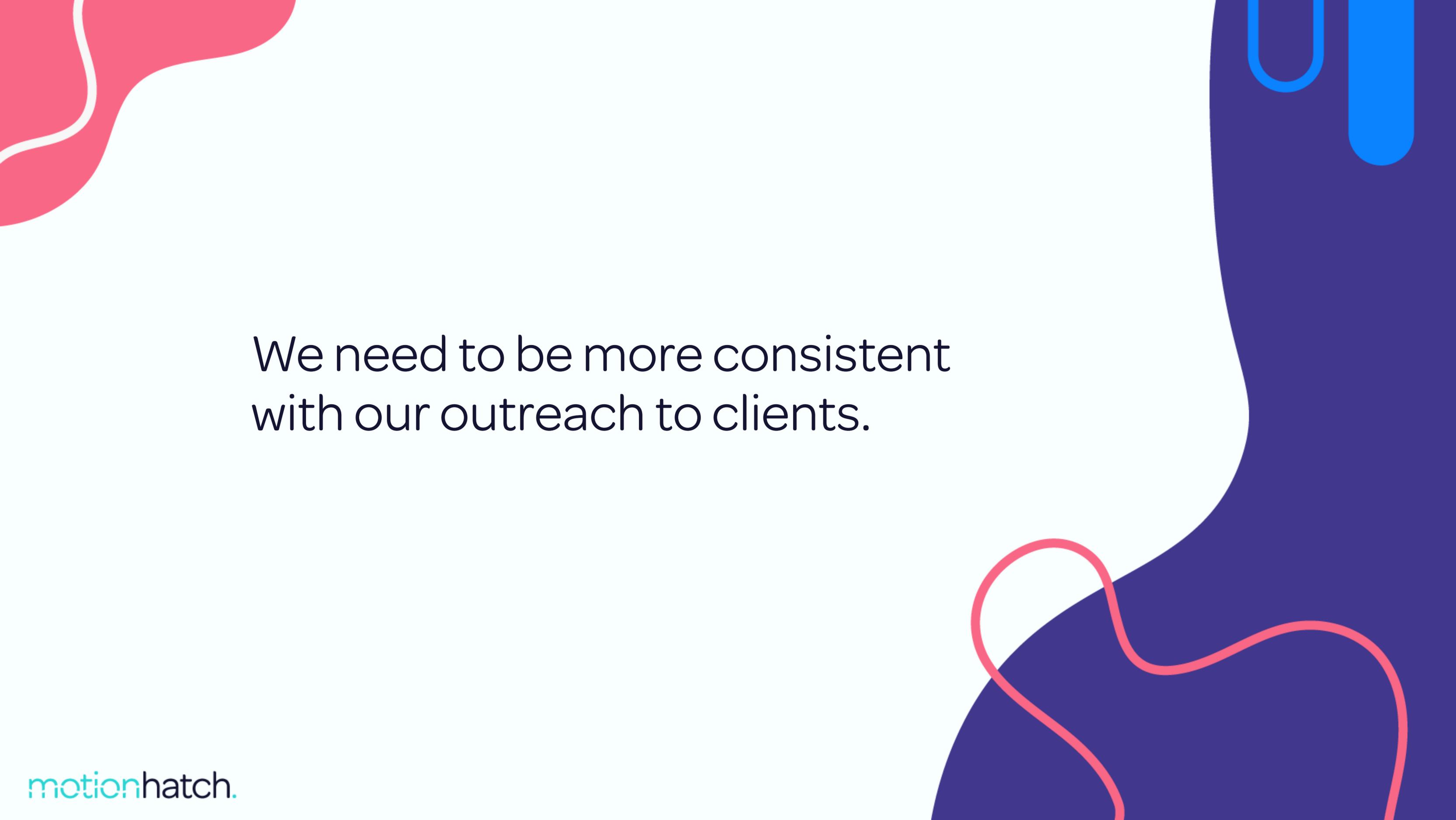
*1. How to get consistent clients
and avoid freelance dips!*





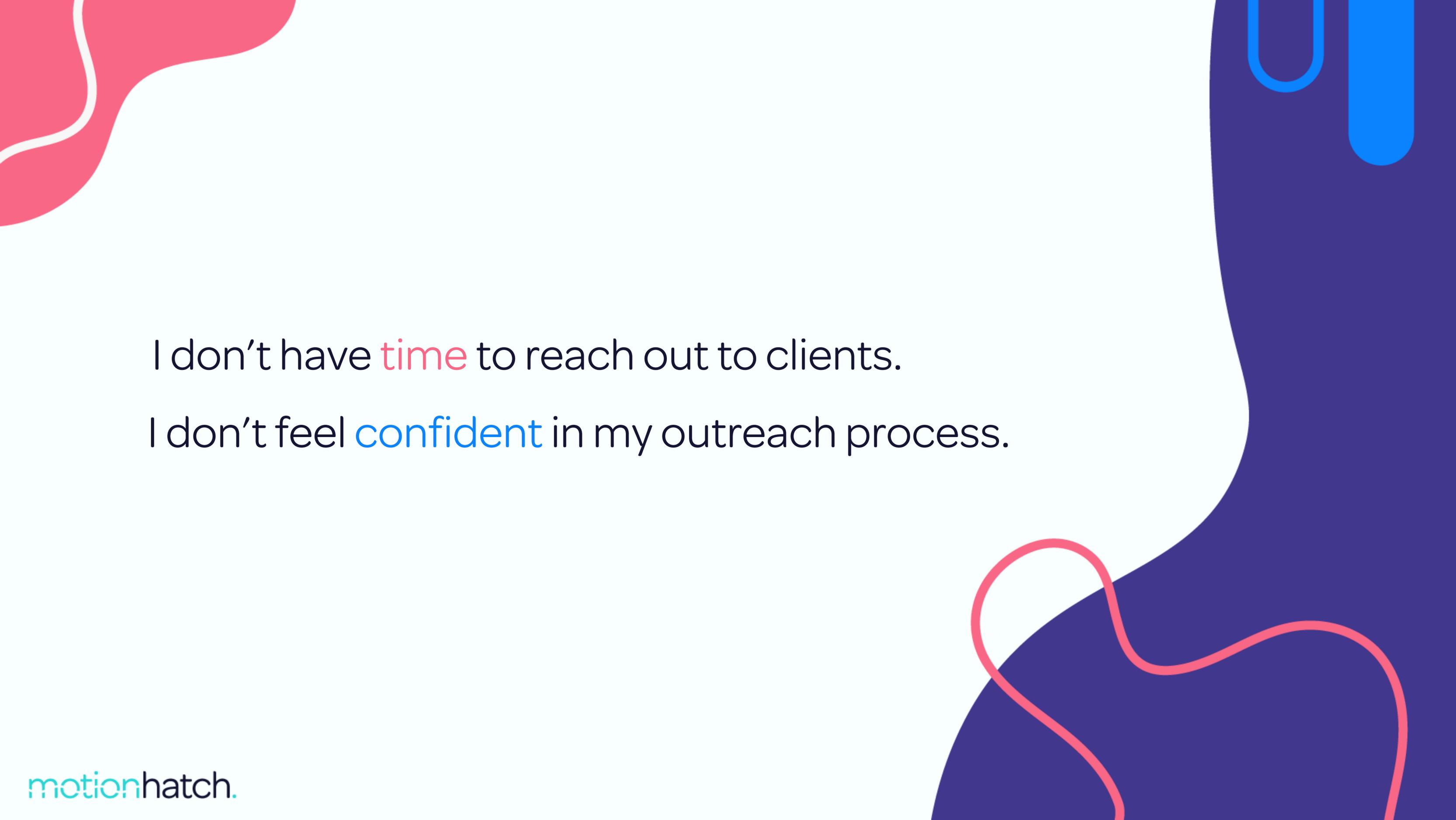
You can avoid this!
Plan your cashflow.
And say no to clients.

*How do we avoid the dips in our
freelance work?*



We need to be more consistent
with our outreach to clients.

Consistent Effort = Consistent Results

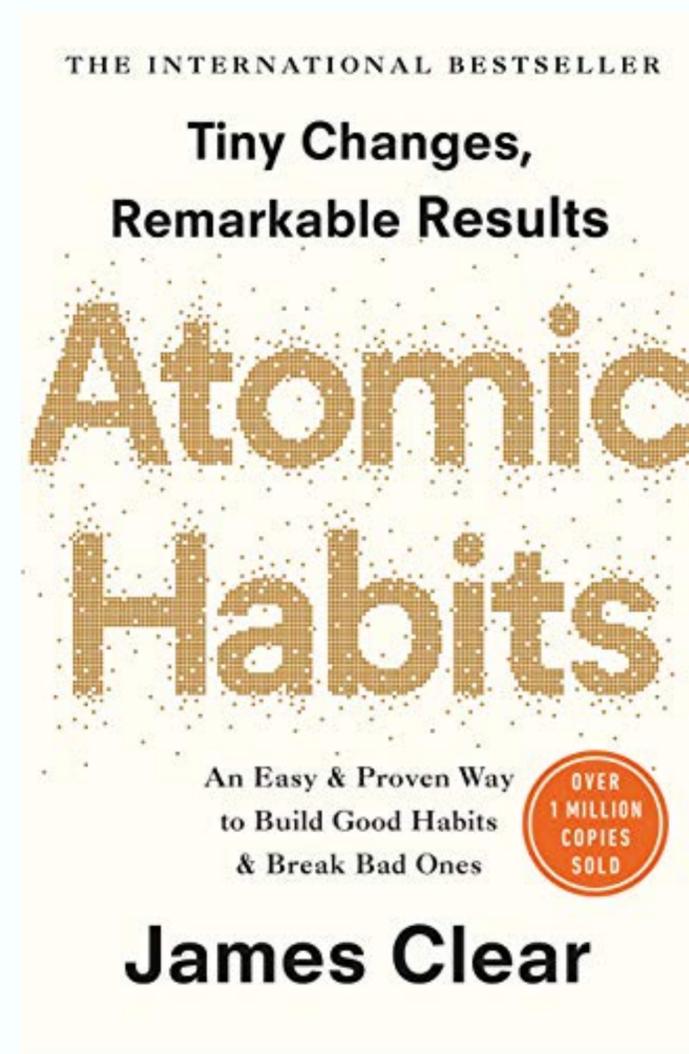
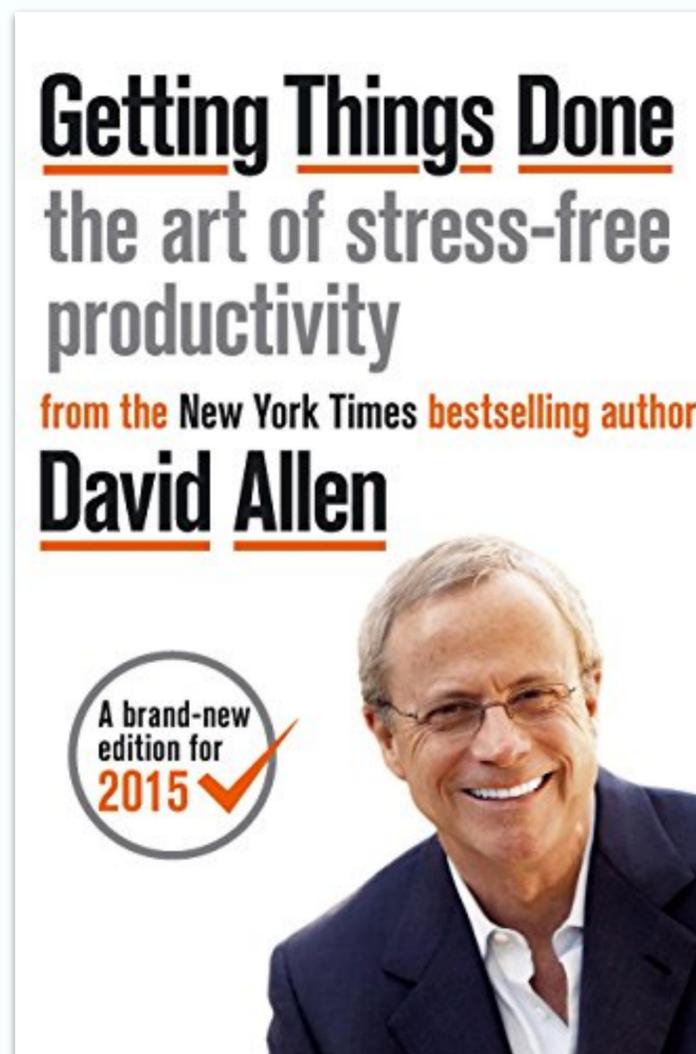
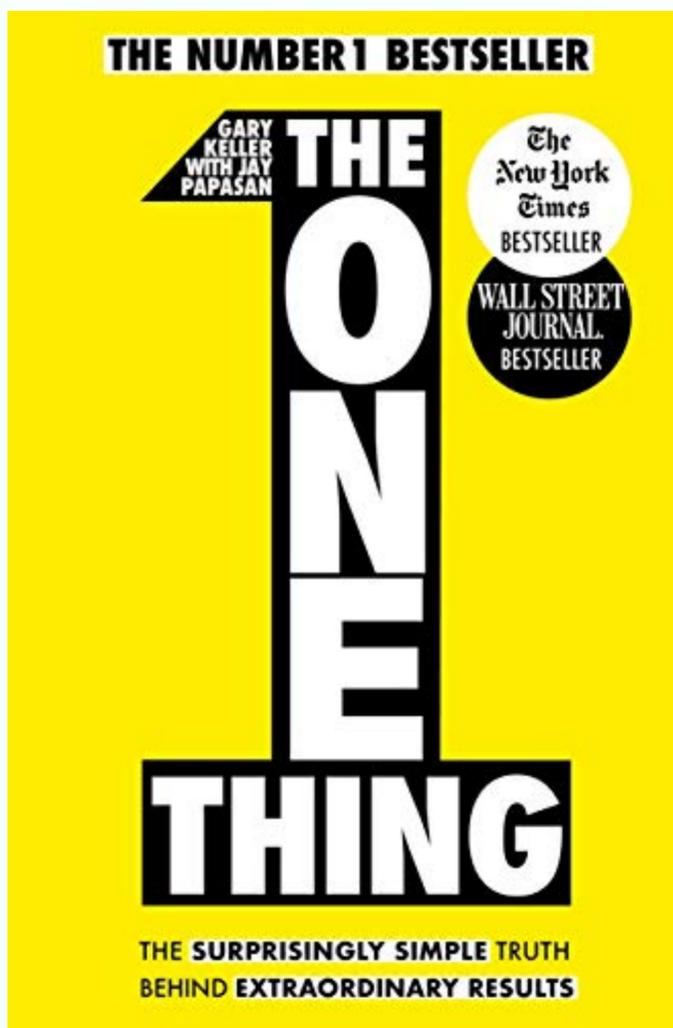


I don't have **time** to reach out to clients.

I don't feel **confident** in my outreach process.

I don't have **time** to reach out to clients.

2. How to keep up with your outreach without feeling overwhelmed.



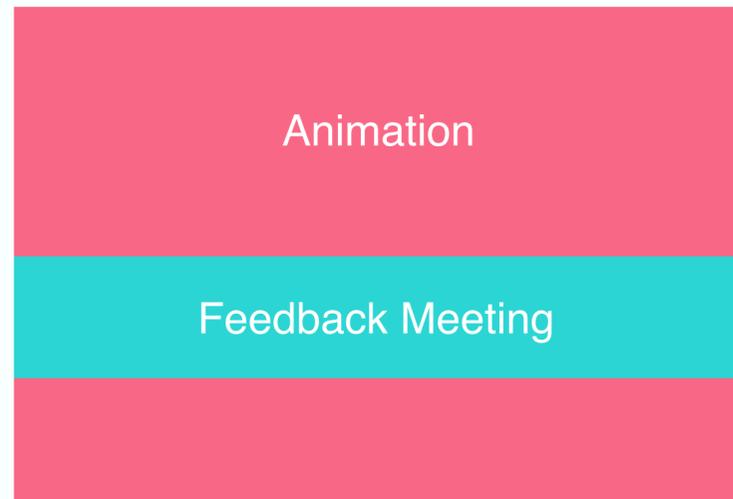


Maker Time vs Manager Time

In 2009, Paul Graham wrote an essay about the differences between **Makers** and **Managers** schedules.

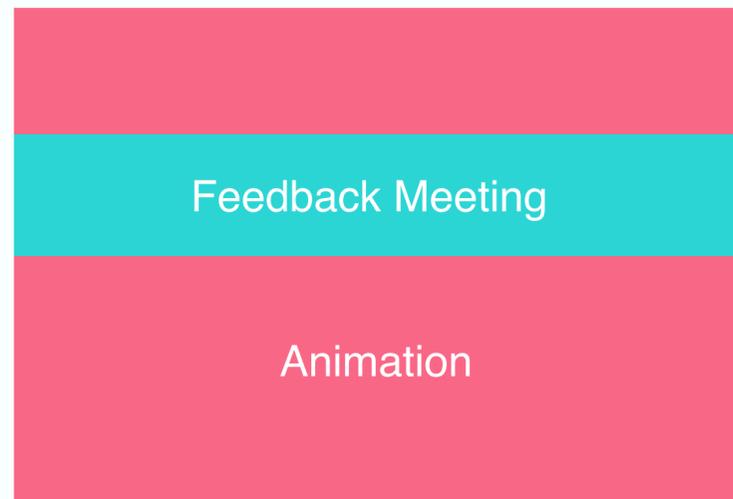
Makers Schedule

4 hours



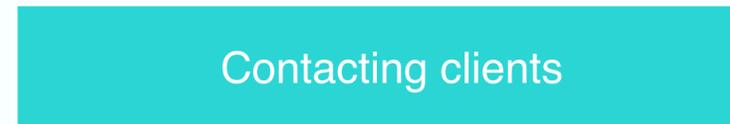
Lunch

4 hours



Managers Schedule

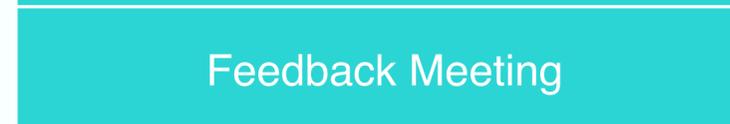
1 hour



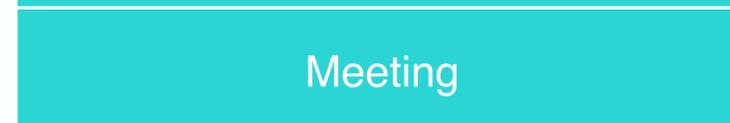
1 hour



1 hour

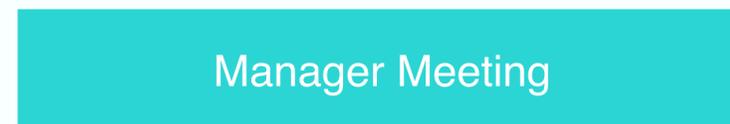


1 hour

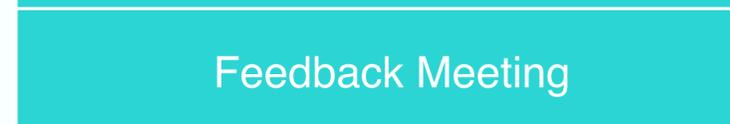


Lunch

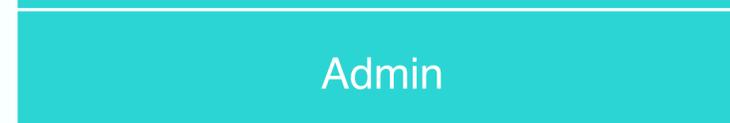
1 hour



1 hour



1 hour



1 hour



As motion designers we are generally on a **Makers** schedule.



We have to attend meetings and send emails etc.

Need to make more time for Client outreach.

Maker Tasks

Animation
Design
Podcasting
Editing
Recording videos

Manager Tasks

Email
Social Media
Meetings (Usually Mastermind)
Slack Conversations

Morning

Maker Tasks

Animation
Design
Podcasting
Editing
Recording videos

Afternoon

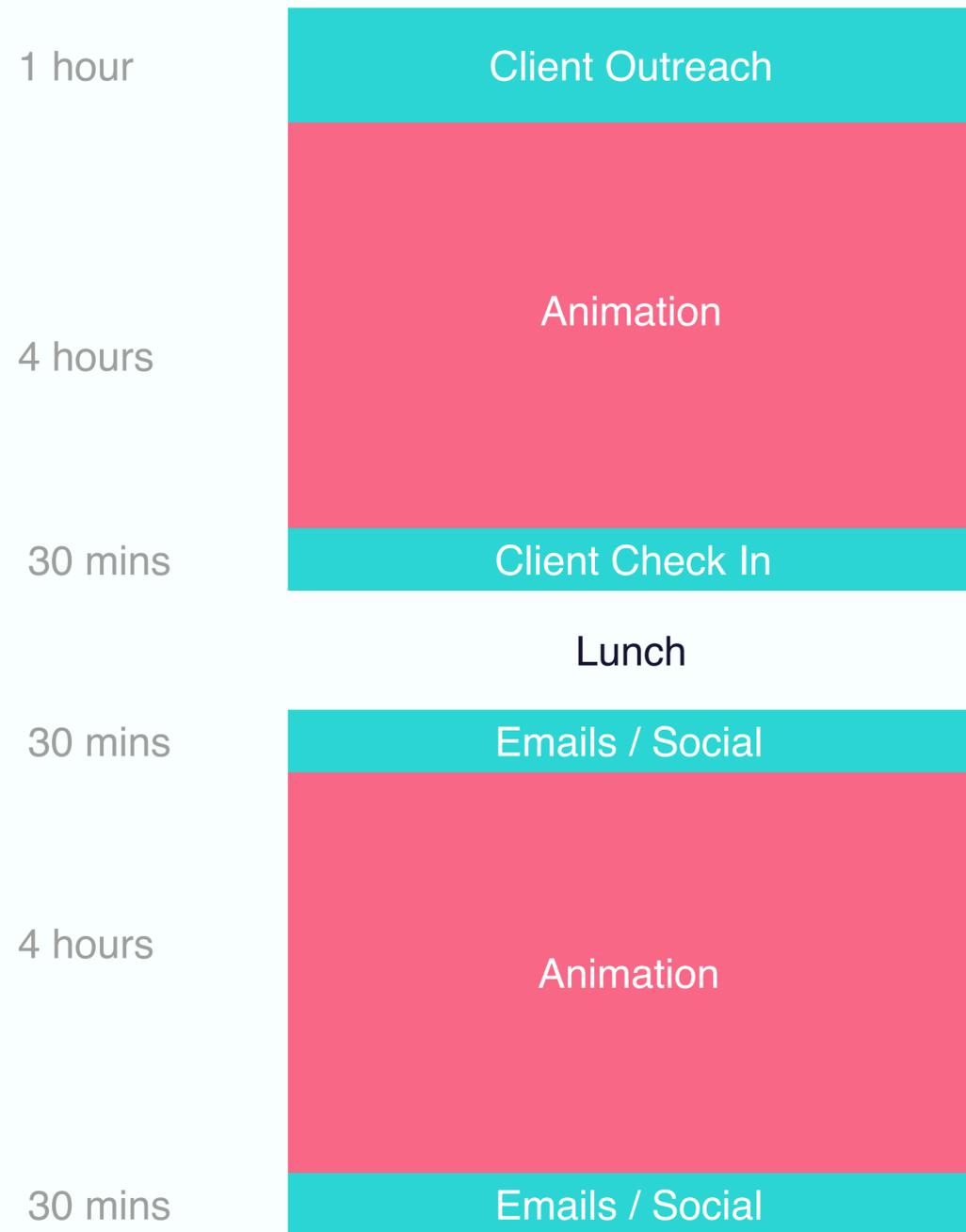
Manager Tasks

Email
Social Media
Meetings (Usually Mastermind)
Slack Conversations

How does this relate to consistently reaching out to clients?

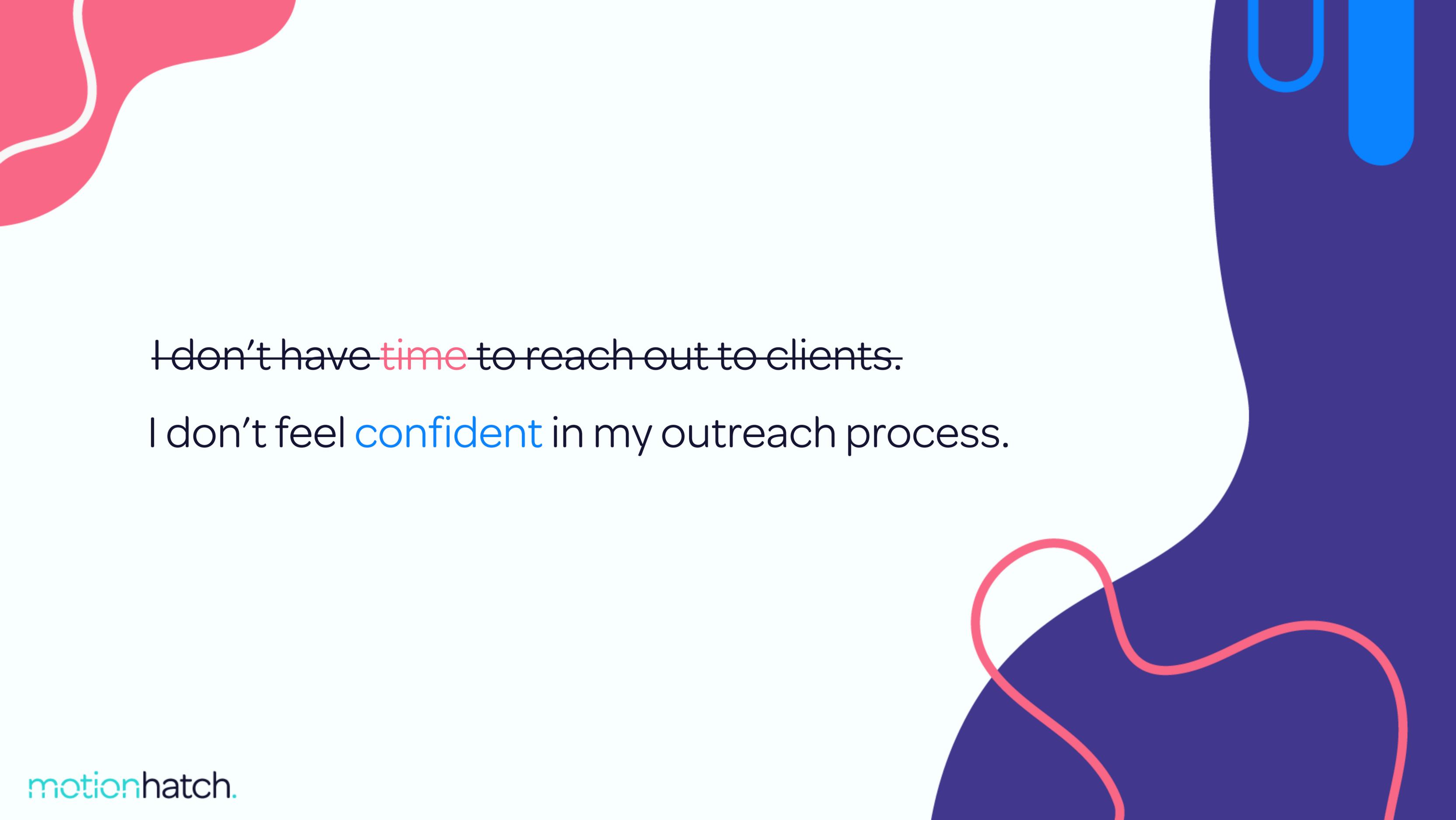
Manager Schedule

Makers Schedule



2. How to keep up with your outreach without feeling overwhelmed.

Consistent Effort = Consistent Results



~~I don't have **time** to reach out to clients.~~

I don't feel **confident** in my outreach process.

*Create a system to regularly generate **client leads***

*3. How to create a system to generate new **client leads**.*

*What is a **lead**?*

*What is a **lead**?*

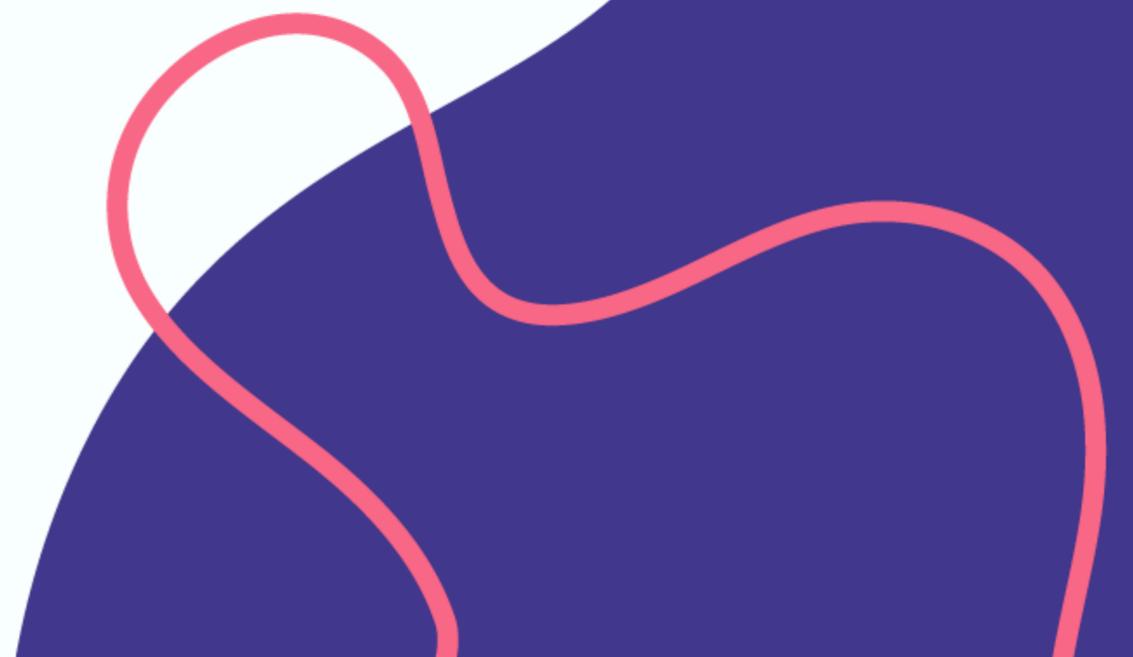
A lead is someone who has the potential to become a future client.

Most motion designers are only sending [cold emails](#).



Cold lead

Warm lead



It takes **7 touchpoints** for a lead to become a customer.

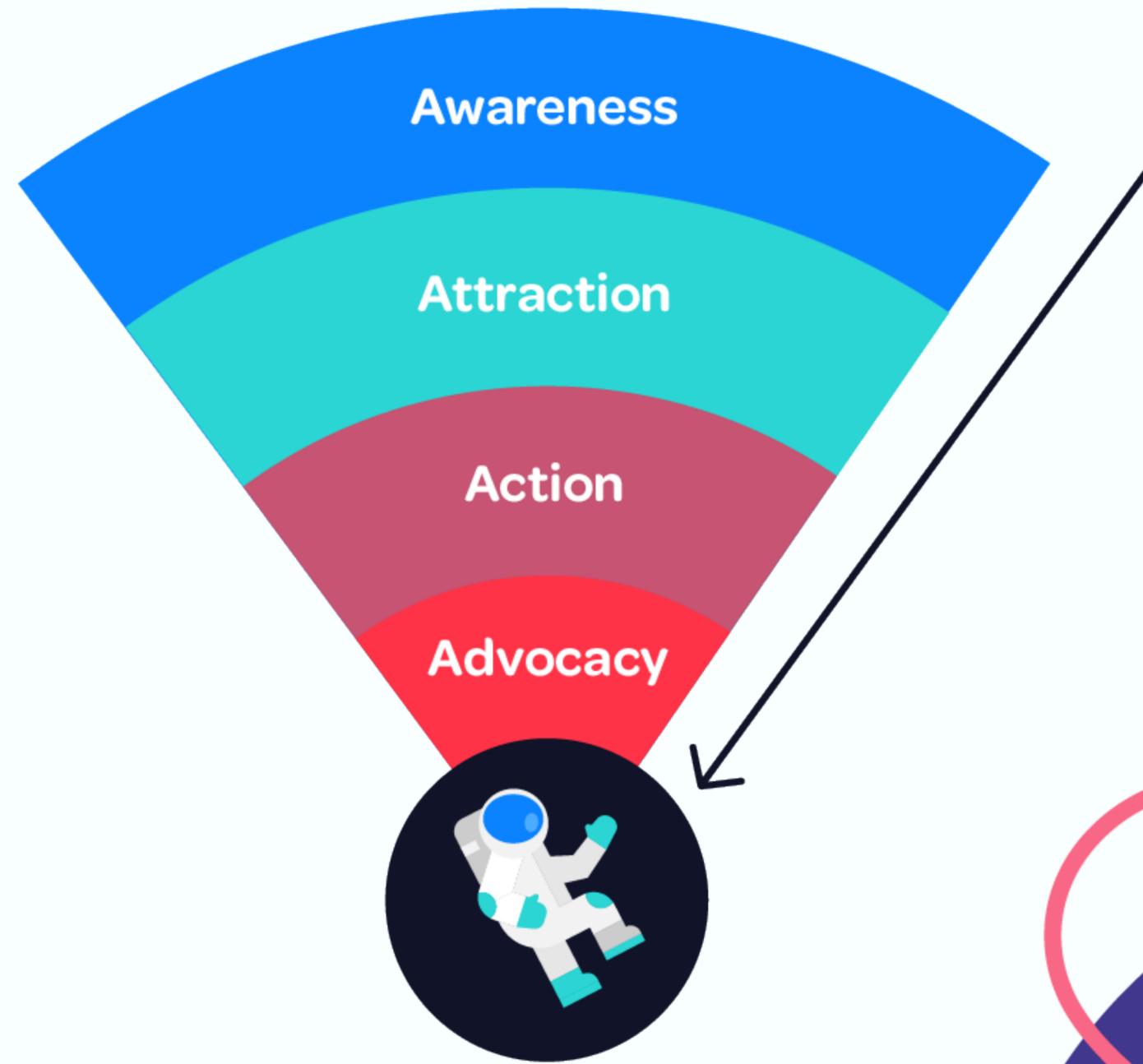
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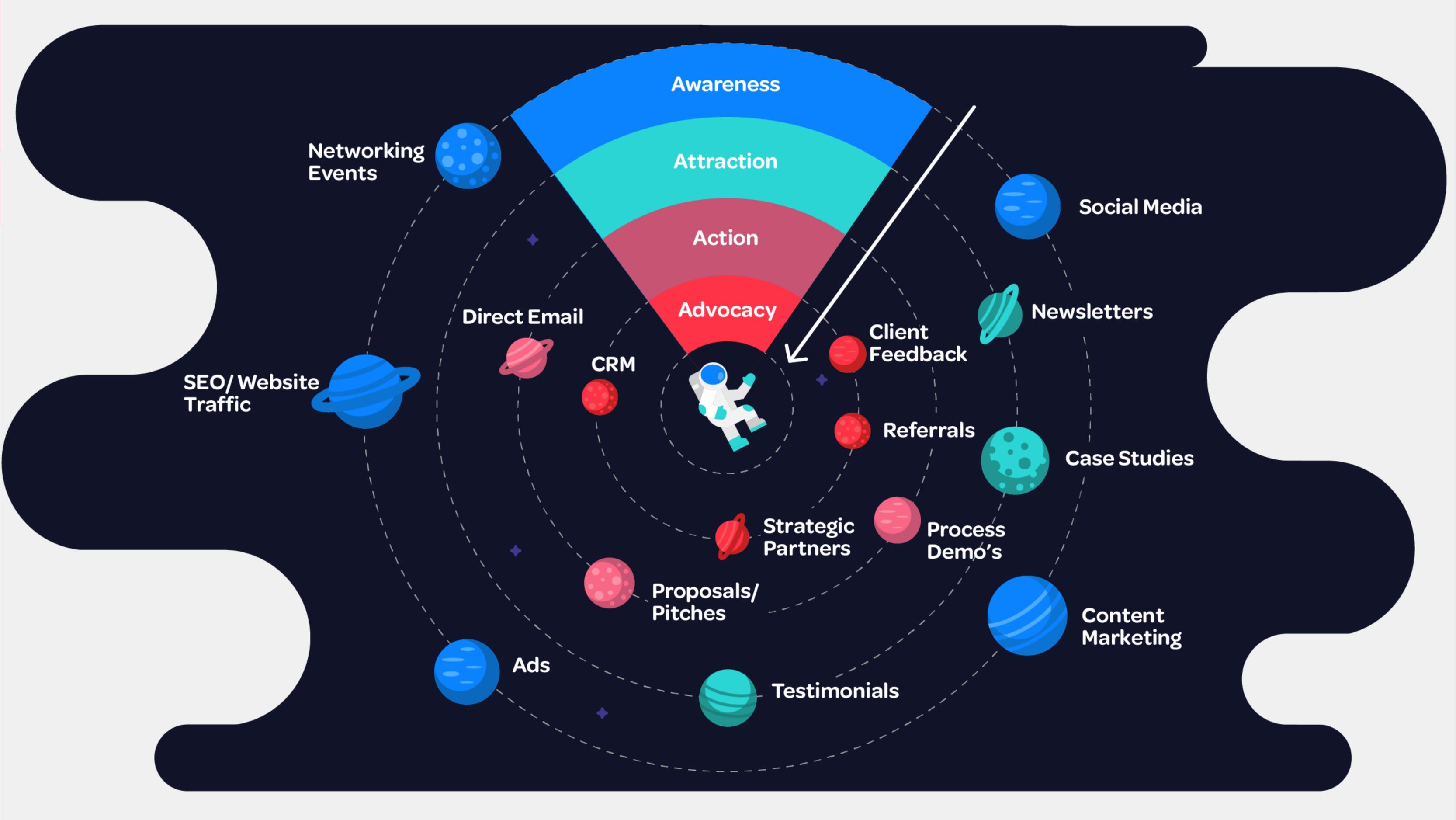


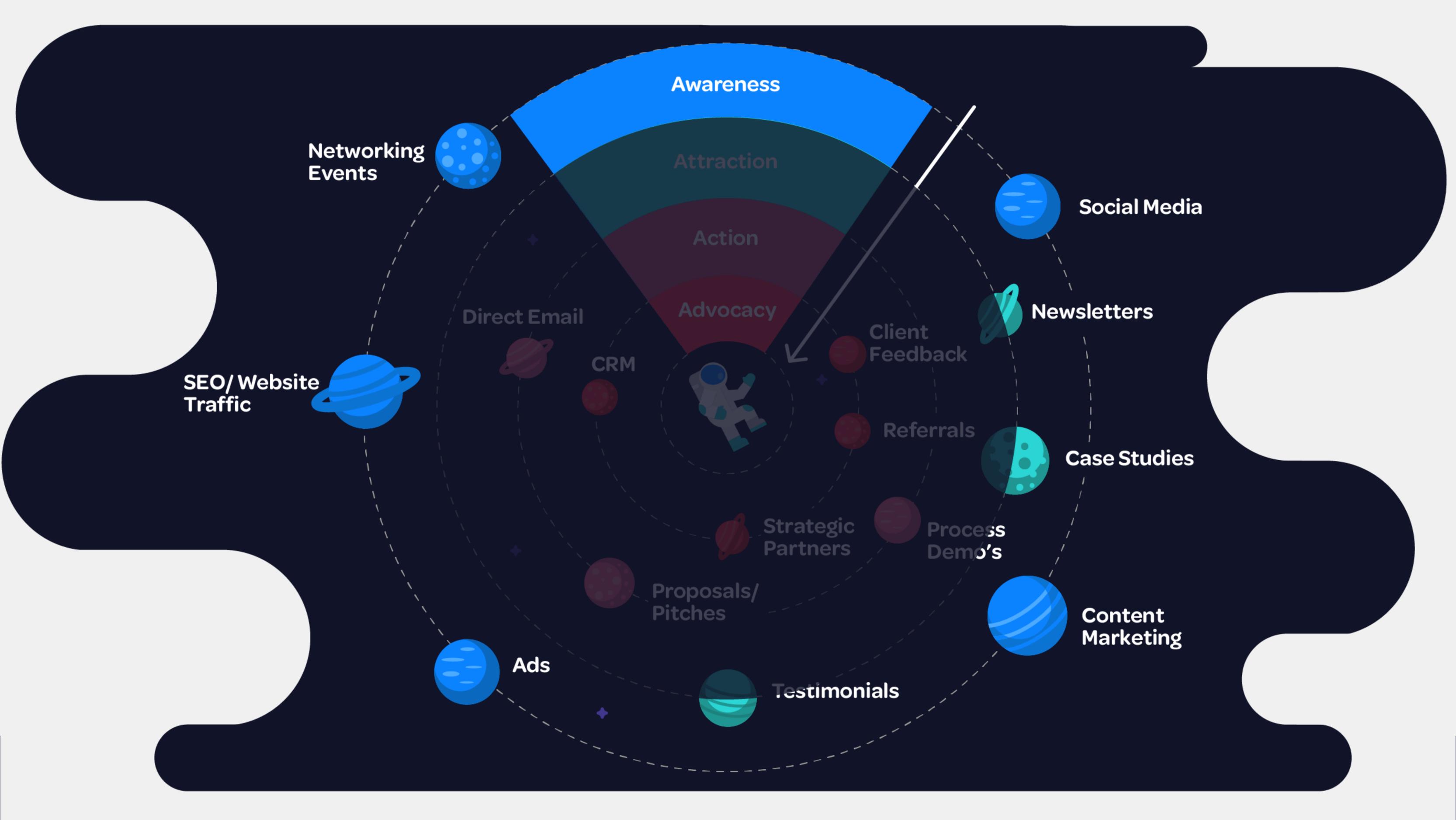
Cold lead

Warm lead









Awareness

Attraction

Action

Advocacy

Networking Events

Social Media

Newsletters

SEO/Website Traffic

Direct Email

Client Feedback

Case Studies

CRM

Referrals

Strategic Partners

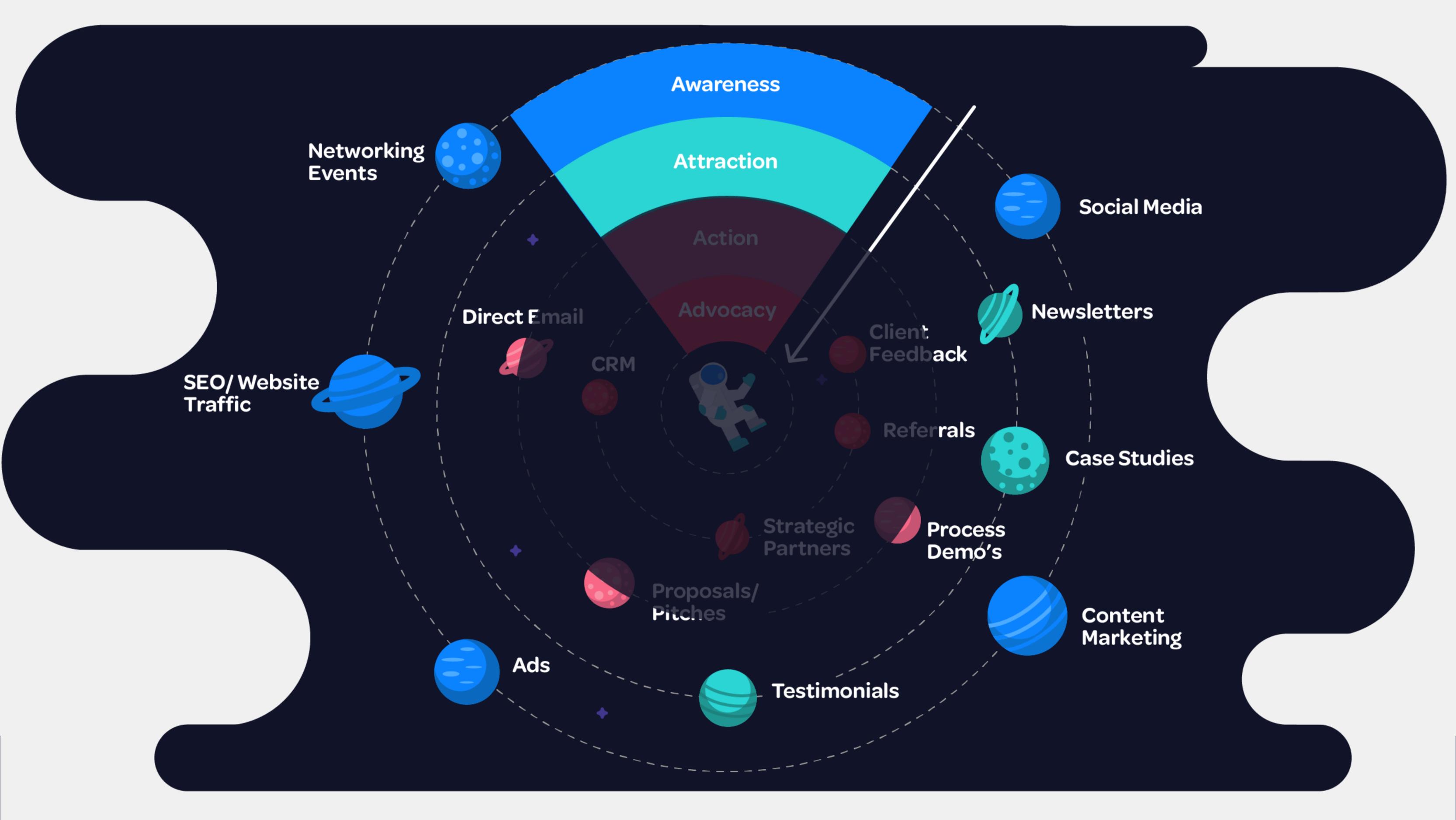
Process Demo's

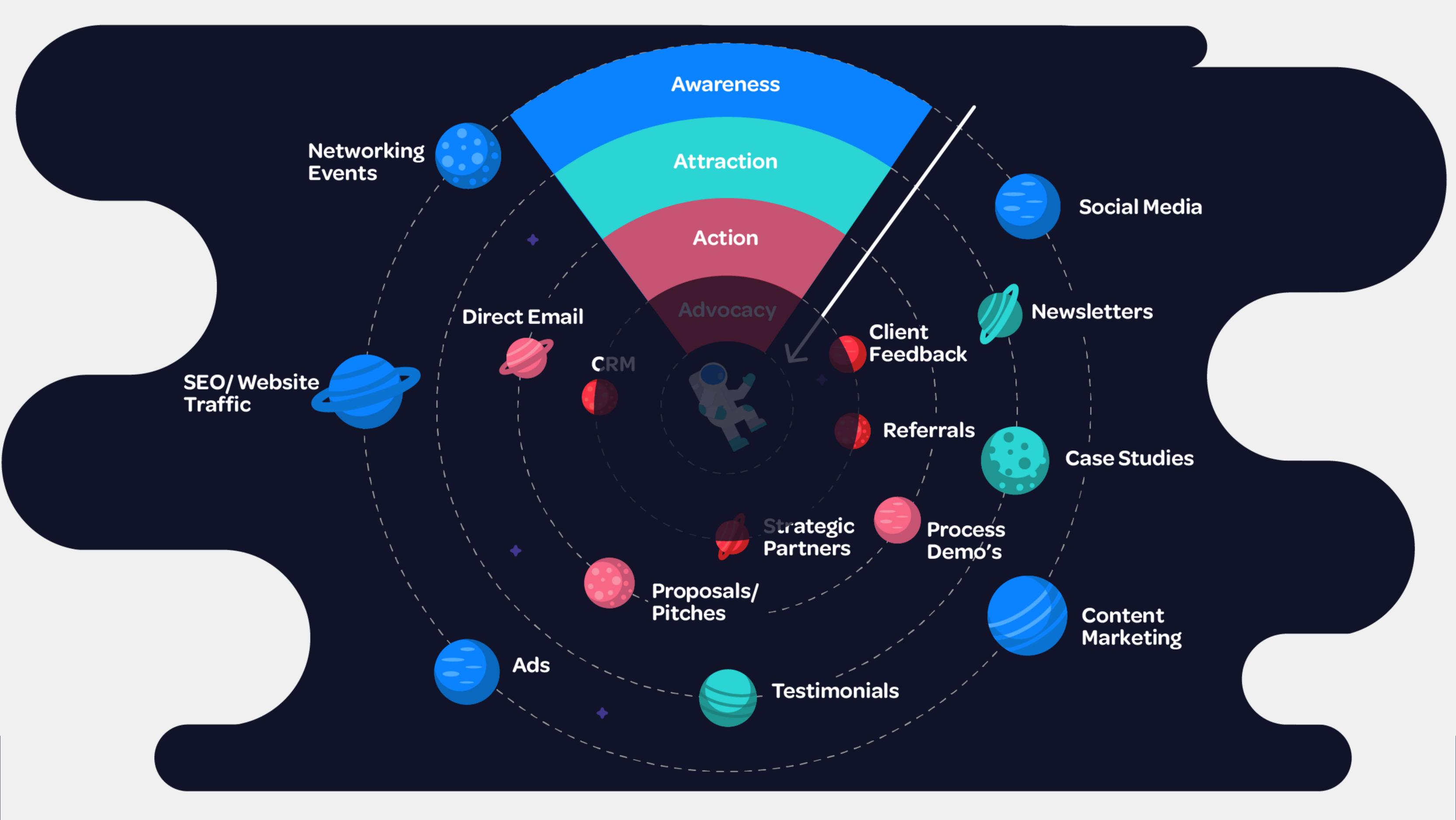
Proposals/Pitches

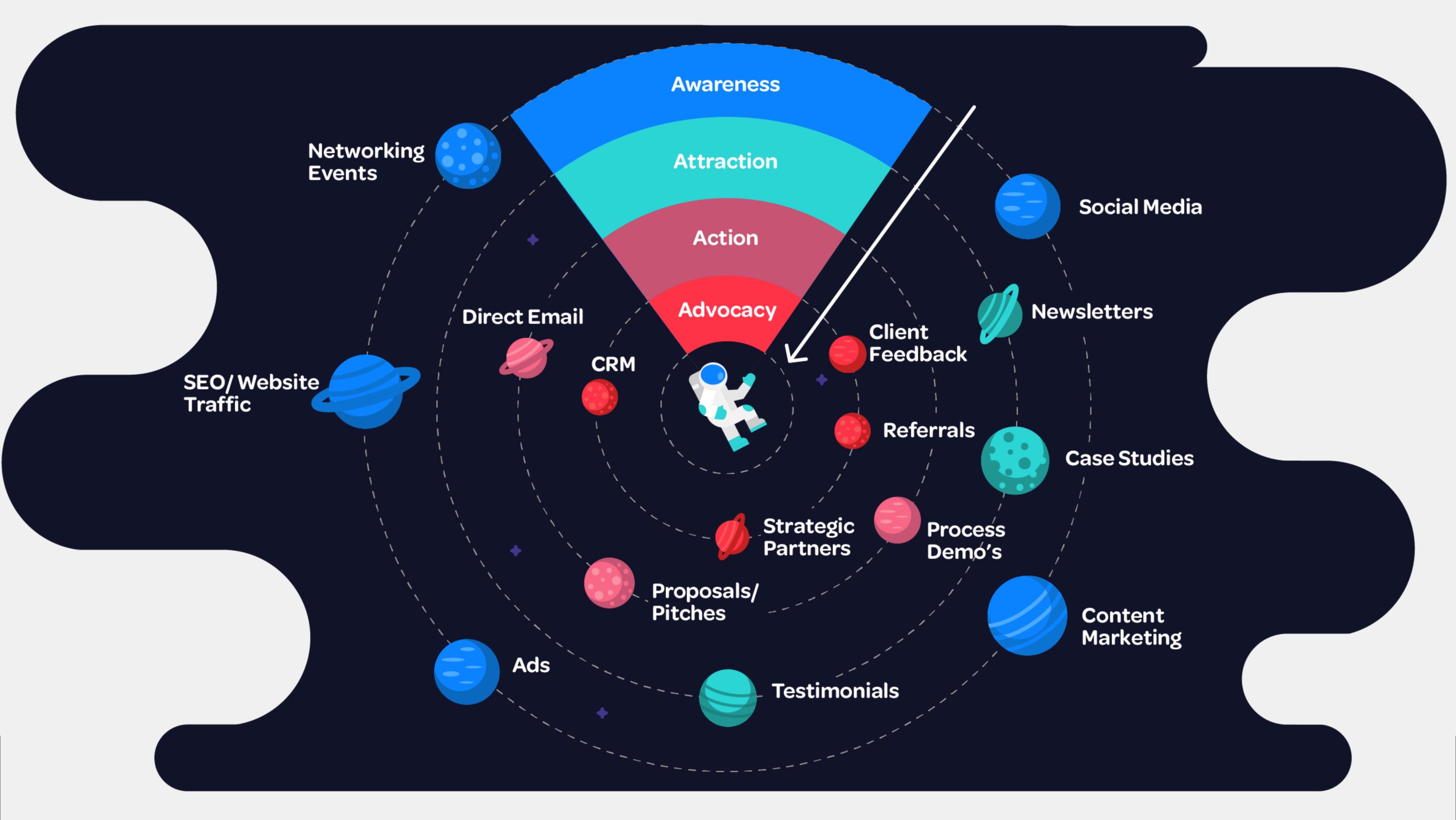
Content Marketing

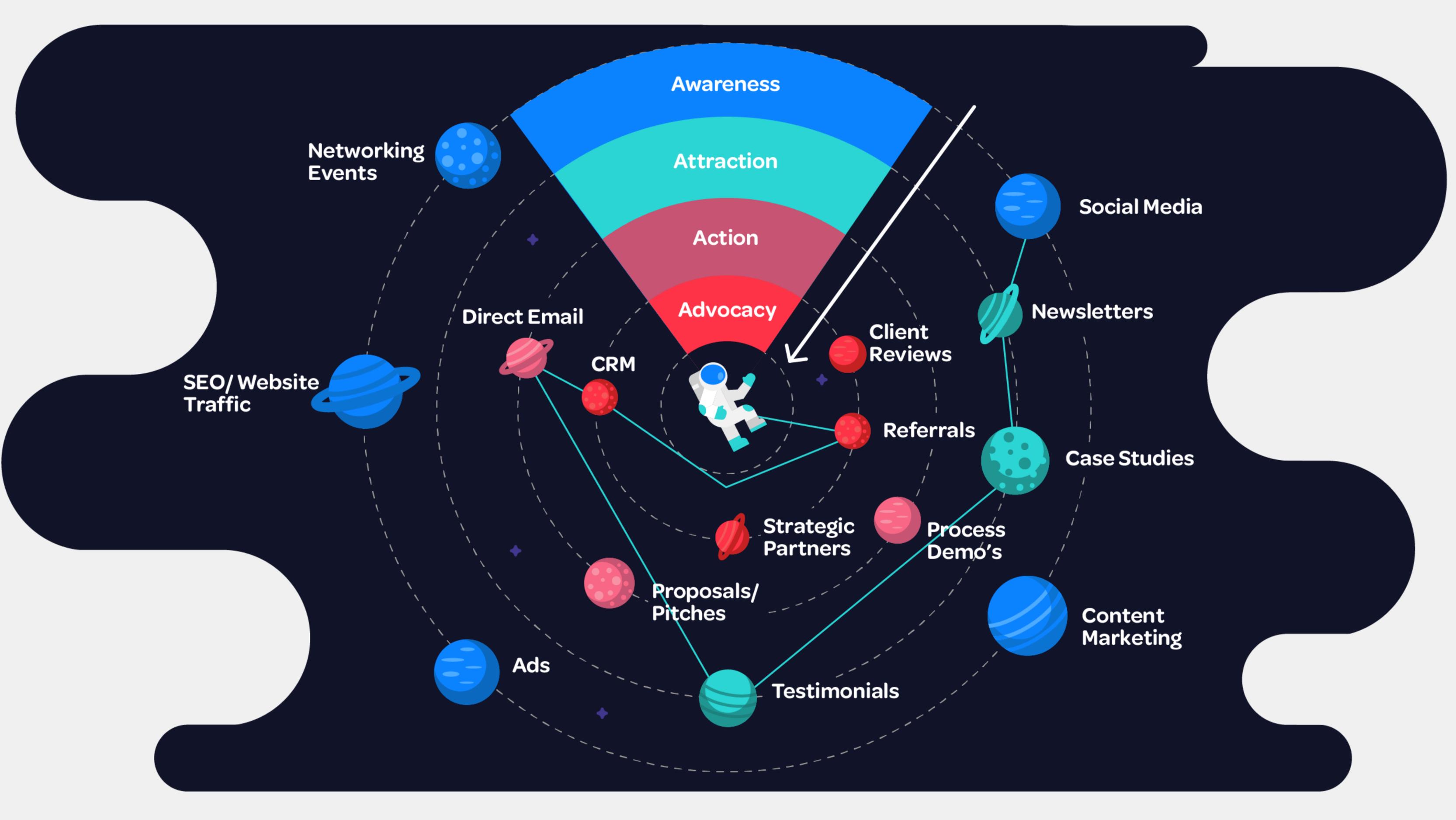
Ads

Testimonials









Awareness

Attraction

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Networking Events

Social Media

Newsletters

SEO/Website Traffic

Direct Email

CRM

Client Reviews

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Case Studies

Strategic Partners

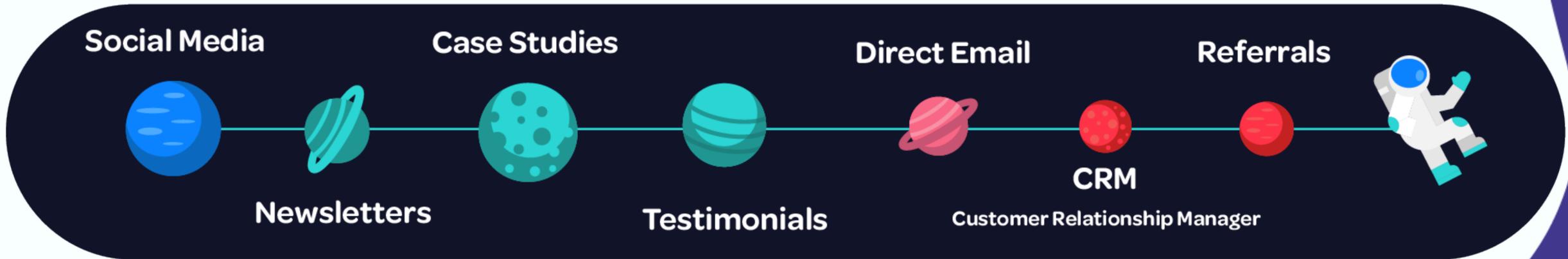
Process Demo's

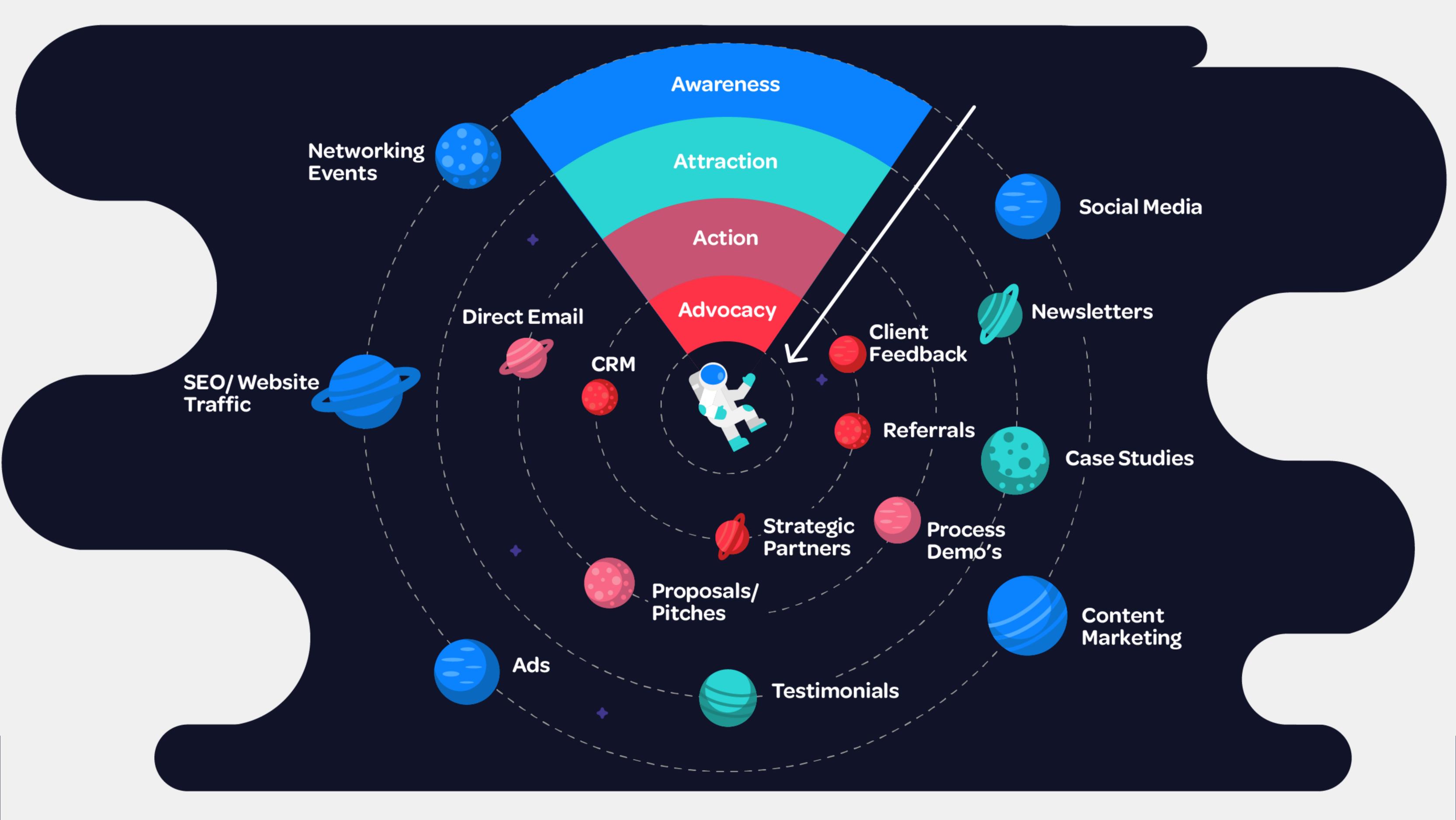
Content Marketing

Proposals/Pitches

Testimonials

Ads





Client and Social Media audit.

Client Audit helps us to:

Figure out where our client leads are coming from.

Look at what is working for us right now for getting clients.

Helps us to see where we are missing out steps that could help generate more client leads.

Download the worksheets

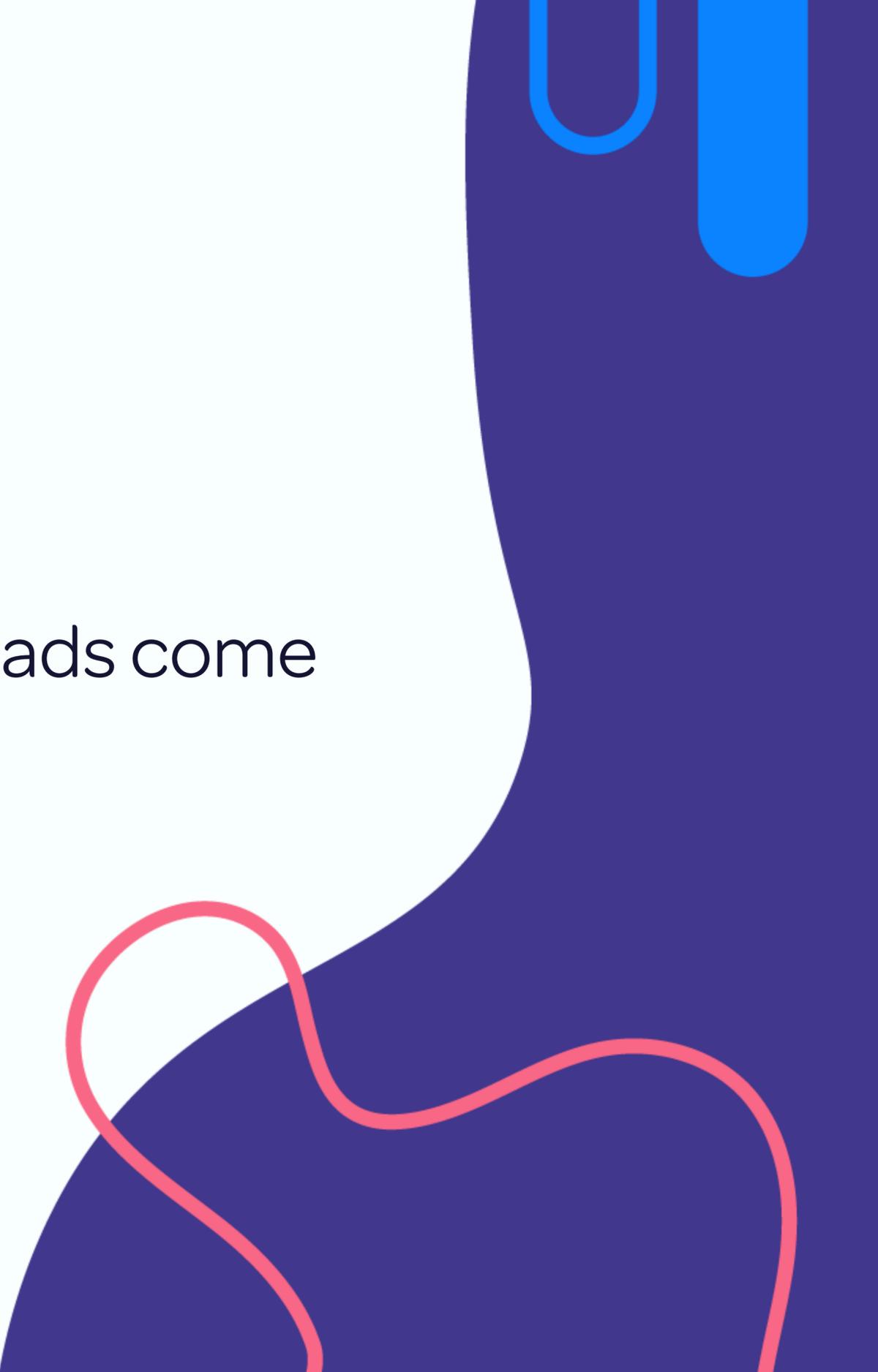
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The background features abstract, organic shapes in shades of red and blue. A large red shape is in the top-left corner, and a large blue shape is in the bottom-right corner. A red line loops through the blue shape. In the top-right corner, there are blue shapes resembling paper clips or tabs.

*1. How to do a **Client Audit.***

Question 1:

Take a look at the past year, where are your clients coming from at the moment?

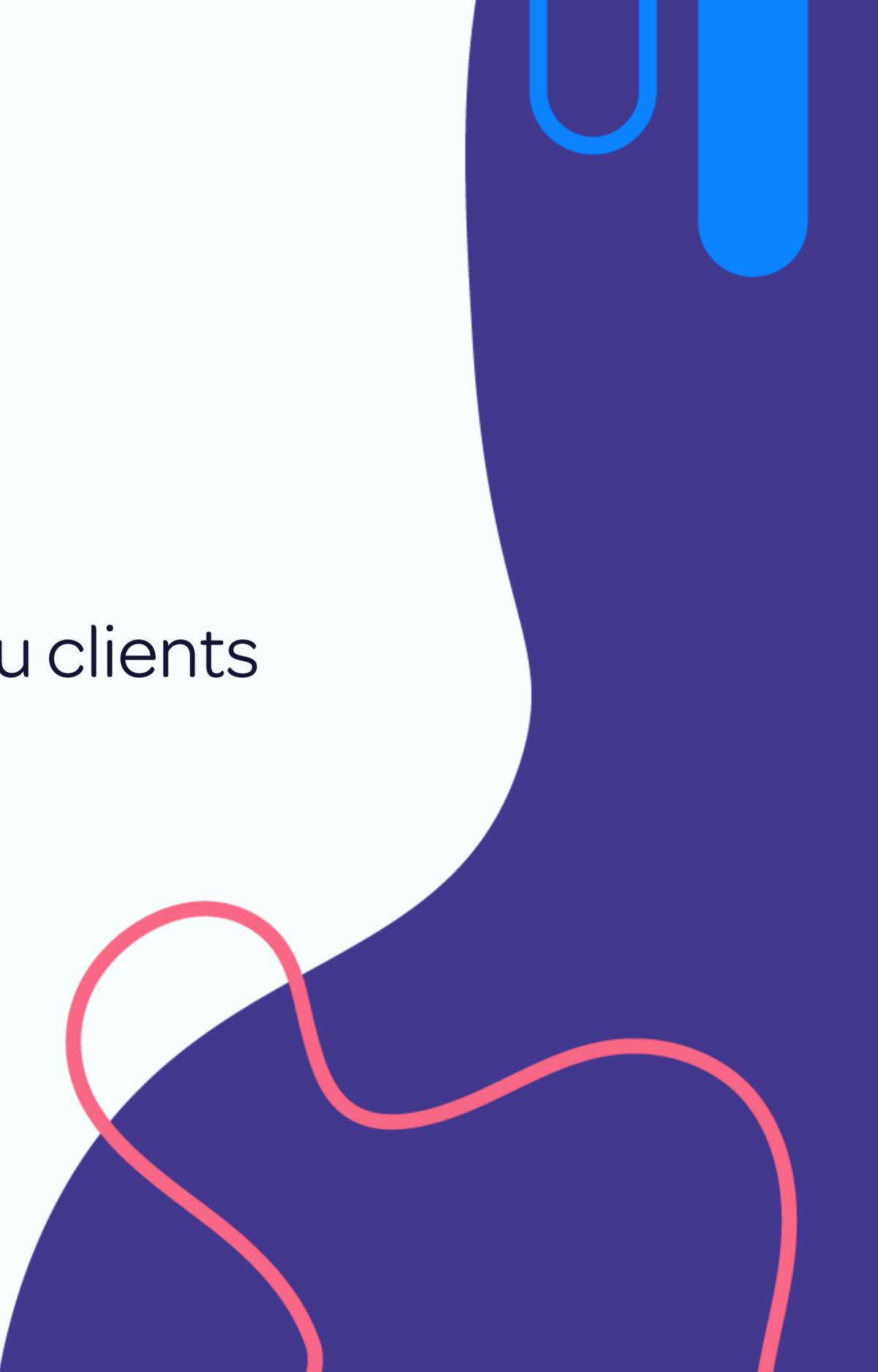


Question 2:

Is there a pattern in where your client leads come from?

Question 3:

If there is a general pattern. Is there a way you can double down on what is working to create a more steady stream of clients?



Question 4:

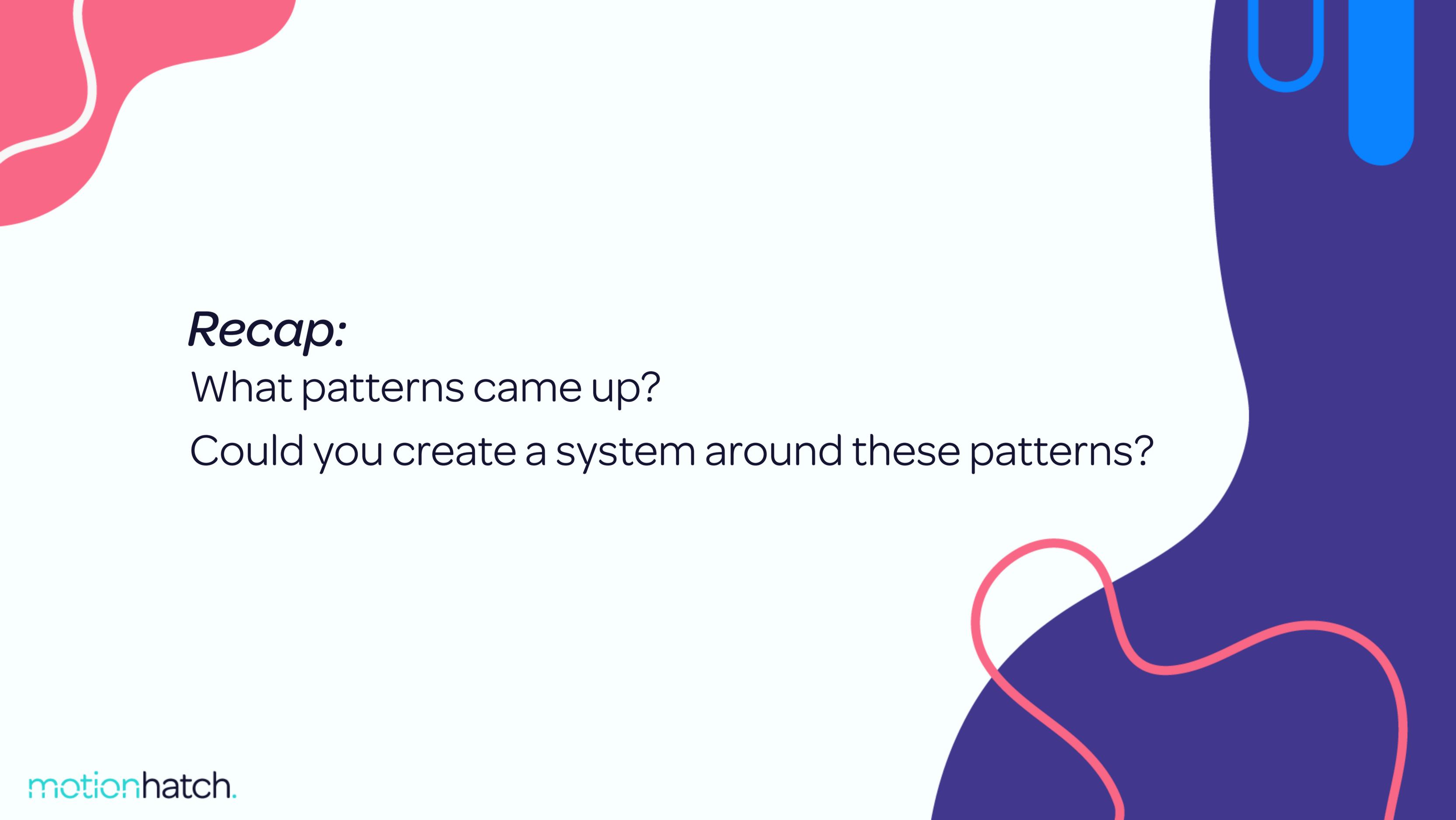
Are there any places that have given you clients that you didn't like?

Question 5:

Take a look at your social media platforms. What platforms helped you make successful connections in the past?

Question 6:

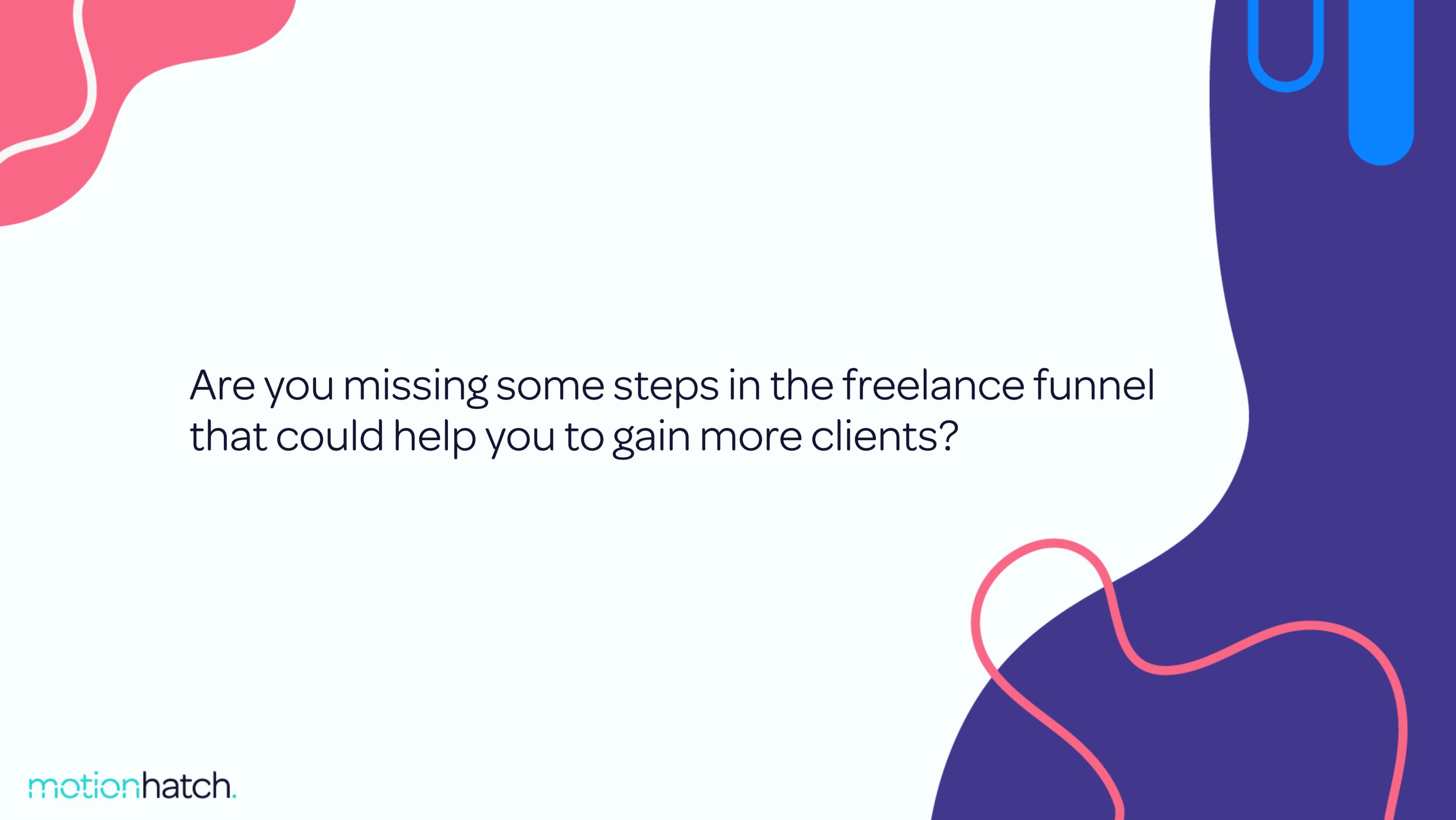
What kinds of posts on social have given you the most engagement in the past?



Recap:

What patterns came up?

Could you create a system around these patterns?



Are you missing some steps in the freelance funnel that could help you to gain more clients?

Example:





System for Instagram

Generate 1 piece of helpful/ entertaining content a week.

Spend 30 mins at lunch every day in your manager time commenting on other motion designers posts.



Warning:

When engaging with others
always provide value.

Smart Referrals

Reach out to at least 5 people a week to ask them to refer you.

Detail what work you do and who for.

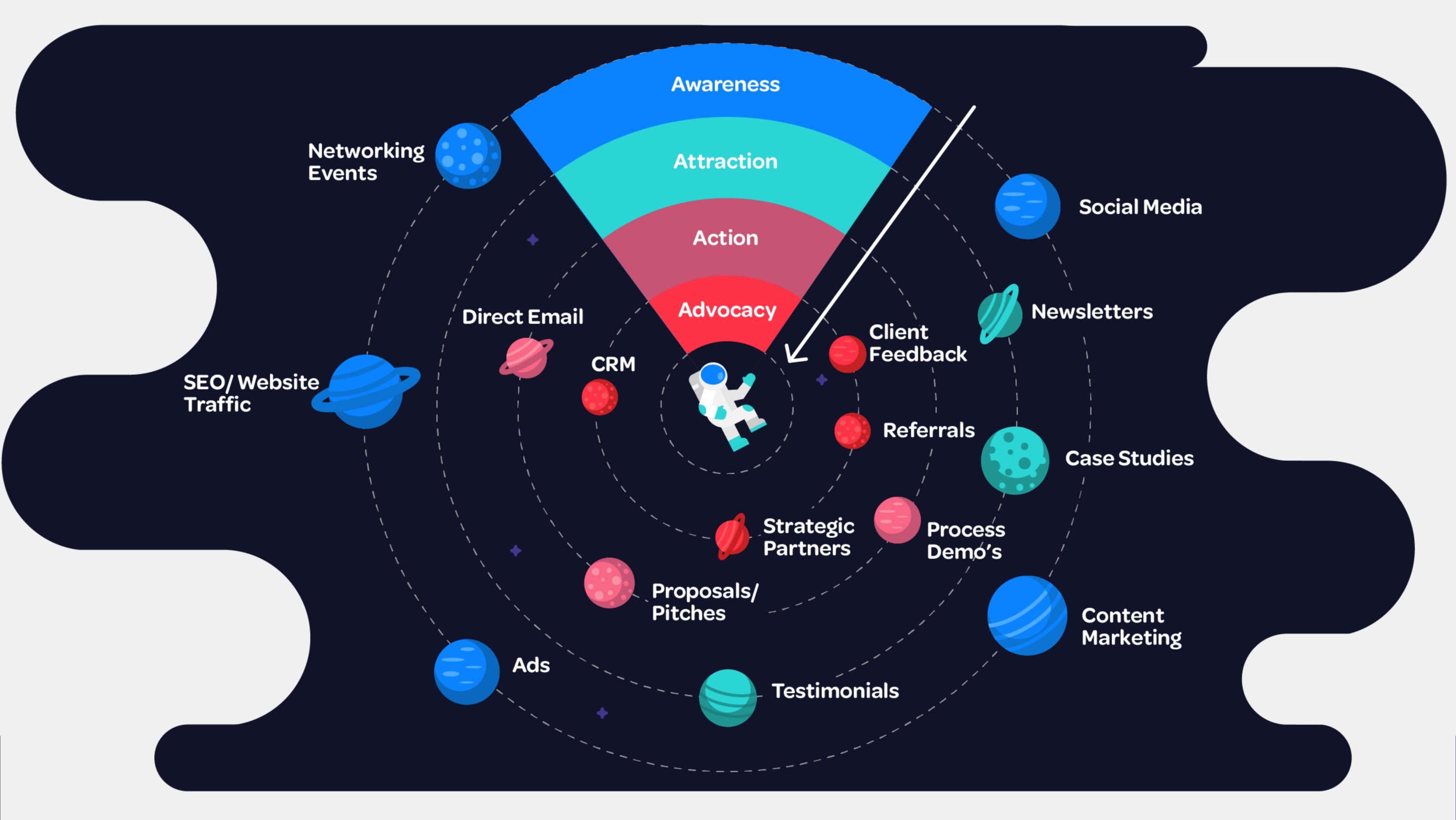
Send them a template.



Client and Social Media audit.
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Takeaways!

1. Building manager time into our schedule can help us reach out to clients consistently.
2. Try to warm up your clients before you send cold email.
3. There are many ways to get clients you should explore and experiment with different ways.
4. You can create your own system for getting clients using the 4A's Freelance Funnel.
5. Using the Client and Social media audit you can double down on what works for you now and see where you are missing gaps that could lead to client work.





Introducing Client Quest!



CLIENT QUEST

What is it?

A 9-week online course to help you create a system for finding your ideal clients consistently.



CLIENTQUEST

Will help you...

Create a system for gaining consistent clients

Develop an effective social media strategy

Feel confident in your communication

Maintain client relationships

Get more referrals



CLIENTQUEST

Which helps you...

Stop worrying about where your next project is coming from.

Say no to work that doesn't align with your values.

Find the freedom to do your best creative work.

Manage the up's and down's of freelance life!



CLIENT QUEST

What's included?

Self Paced Online Video Lessons

Easy to digest video lessons with missions (assignments) to complete each week.

Motion Hatch Alumni Slack

You can ask questions, interact with other motion designers and build your network. You can even find an accountability partner for this course.

Live Office Hours with me

This gives you the opportunity to ask questions and get advice.



CLIENTQUEST

Who's it for?

Freelance Motion Designers

Motion Designers who want to go freelance

Graphic Designers who want to offer motion design

Motion Designers who want more direct clients

Motion Designers who want more agency clients



CLIENT QUEST

At least £100 off for our Beta.

Regular Price

£387+

Discounted Price for Beta 2.0:

£287



CLIENT QUEST

BONUS!

I'll give a **free portfolio review** to **next 10 people** that join Client Quest.

motionhatch.com/client-quest



CLIENT QUEST

Benefits of joining our Beta 2.0 session

You get at least £100 off the regular price.

We have already created the course content and got great feedback.

We want further feedback to refine the course and make it the best course around for getting freelance clients.

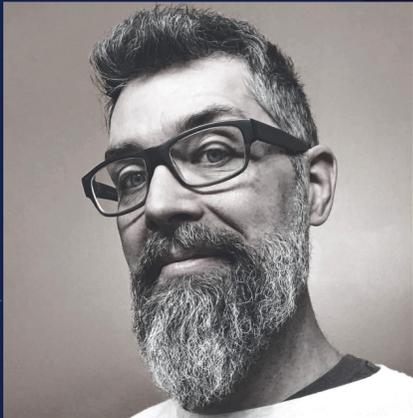
More intimate group of people so you will have more opportunity to ask questions on the Office Hours.



CLIENT QUEST



“I got a client who is making a documentary series via Instagram thanks to the advice in this course. Thanks for encouraging me” - Alixe Lobato



“Having a concrete plan with easily actionable steps is huge. Understanding that there is a process to (client) outreach is really valuable.” - Tony Agliata



“My confidence has been BOOOOOOSTED massively. I don't feel like I'm stumbling around in the dark as much anymore.” - Ploy Boal



CLIENT QUEST

Find out more & join us!

motionhatch.com/client-quest



CLIENT QUEST

Q&A

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