

A COURSE FOR FREELANCERS

The Persuasion Method

10 chapters on the science, the system, and the scripts that turn a freelancer into someone clients say yes to.

START THE COURSE →

3 MODULES • 10 CHAPTERS • ~45 MINUTE READ • WORKS OFFLINE

Full edition. All 10 chapters with substantive content and a research-grounded SVG chart per chapter. Sources, frameworks, and the nature of the case studies are listed at the end of chapter 10.

● 0 / 10 READ

MODULE 1 • THE PSYCHOLOGY

Why Deals Move

The four pieces of behavioral science that do 80% of the closing work — and how to use them without sounding like a salesperson.

01 Cialdini's 7 — and the one that matters most for freelancers



- 02 Loss aversion + anchoring — the two levers that move prices ☐
- 03 The B-MAP Sales Habit — why motivation is a trap ☐
- 04 The NO → NEXT Loop — rejection is data ☐

MODULE 2 • THE SYSTEM

What To Do, In Order

The four pieces of the workflow — the offer, the call, the close, the objection — that turn freelancing from a scramble into a system.

- 05 The OFFER Stack — your 10-second pitch ☐
- 06 The 5C Close — the discovery call structure ★ ☐
- 07 The C.L.O.S.E. Stack — the closing moment ☐
- 08 The 5 most common objections — word-for-word responses ☐

MODULE 3 • THE MULTIPLIER

From One Client to Three

The three pieces of the close-and-multiply system — testimonial, referral, reactivation — that turn a closed deal into a pipeline.

- 09 The 5-step close + week-1 onboarding ☐
- 10 Testimonial, referral, 30/60/90 reactivation ☐