

SYMOH · ONLINE INCOME SYSTEMS

The Freelancer's Client-Pitch One-Pager

Not a resume. What you send when a prospective client asks "can you send some examples of your work?"

2

LAYOUT VARIANTS

1

PAGE, EVERY TIME

Variant A — Classic (shown in full)

Text-led layout — best when your strongest proof is client quotes and qualitative work.

One-Pager-Variant-A-Classic.docx

[YOUR NAME]

[What you do, in one line — e.g. "I design brand identities for early-stage startups"]

WHAT I HELP WITH

[2-3 sentences: who you work with and the specific problem you solve for them.]

RECENT WORK

[Client/Project 1 name]

Problem: [the specific problem they had]

What I did: [your approach, one sentence]

Result: [the measurable outcome]

WHAT CLIENTS SAY

"[A specific, short client quote — not just 'great to work with']"

LET'S TALK

[One line telling them exactly what to do next]

Variant B — Stat-Led (locked)

The second layout leads with 3 hard numbers up top — best when your work has measurable results (growth, conversion, output).

Variant B — Stat-Led Layout

3-stat header row · Short positioning statement · 2 case studies · Testimonial · Clear next step — same one-page structure, different visual lead.

ALSO INCLUDED IN THE FULL DOWNLOAD

A Quick-Fill Guide covering which variant to use, how to fill in the case studies without sounding generic, and how to export and name the file before sending it.

PREVIEW

Like what you see?

Get both variants.

This preview showed Variant A in full. Here's what's waiting in the full download:

- ✓ Variant A (Classic) — the file shown, ready to edit
- ✓ Variant B (Stat-Led) — for work with measurable results
- ✓ Quick-Fill Guide — which variant to use and how to fill it in
- ✓ Both confirmed single-page, ready to attach and send

GET BOTH ONE-PAGERS →

\$15 · Instant download · Microsoft Word (.docx)