

The Web Designers Cook Book

The Freelance Web Designers Guide To Starting,
Growing, & Building a Web Design Business



Here's what we'll cover in our exclusive freelancers guide

Choosing a Niche

Your Website

How To Get Your Pipeline Full

Choosing A Platform

Graphic Design

Prospecting Automation

Pricing

Success Starts Here

Not knowing where to start as a freelance web designer can easily make you feel defeated. You begin second guessing if this is the right choice and if your work is even good enough to command the high prices most successful freelancers charge and agencies charge.

Well in this exclusive ebook you'll get access to hacks, tips, and information that will bring you closer to your goal of becoming a successful freelance web designer.

Choosing a Niche

This is the most important aspect of being a freelance web designer.

Choosing your niche should come down to knowing what market sectors you can provide a company the most value through web design. Is your niche e-commerce, law firms, doctors' offices, SaaS, the list goes on?

Remember just because you chose a specific niche doesn't mean you're limited to working with clients in this sector. Hey, if the price is right and you're sure you can provide value don't limit yourself.

Your Website

What does your website say about you and the work that you're capable of doing? The minute a prospect lands on your homepage it takes them no less than 20 seconds to form an opinion about the work you do based off of your homepage. In addition to your website and homepage being aesthetically pleasing there also needs to be some sort of sales funnel in place to capture qualified leads

When designing your website, don't be afraid to push the envelope and get creative with your design. Show your site visitors that you understand your craft and the art of design. Your website should be engaging and interactive.

Your homepage should tell a story about the problem you solve. Don't look to the typical aspect of homepage design for guidance now is the time to think outside of the box. Prospective clients want to know that you have the solution to their pain points.

How To Get A Full Pipeline

Getting and keeping a full pipeline is what makes a business successful. It also eliminates the stress of no income. I have to admit learning this was vital in the success of my company. It didn't matter how many Youtube videos I watched or articles I read, no one seemed to want to share this secret to keeping a full pipeline of clients. I've broken down this secret to share with you.

It starts with having a deep understanding of your target customers and their pain points. Knowing what's causing their pain allows you to craft the perfect copy and messaging that shows them how your unique solution solves their problem.

It took me a while to realize this until I really began to understand what it was that made my clients successful, and what pains have the potential to cause their companies to lose money. After figuring this out creating my website copy around how our unique solution solves these problems in conjunction with similar messaging I literally went from booking 2 calls a month to almost 100 calls per month. This allowed me to not only make more money but scale the agency to where we are today.

Choosing A Platform

Choosing the right platform makes all the difference. Gone are the days where you have to code line by line. With the huge explosion of visual web editors its allowed us to be able to create amazing, high functioning websites in a fraction of the time. With so many options the hardest part is knowing which one to choose.

Speaking from experience I started on wix then migrated to squarespace then finally decided to invest time into learning webflow. Using web builders like the ones mentioned above will limit the amount of creative control you'll be able to have over your projects. Ultimately you want to choose a web platform that has great support, launches updates to keep up with the emerging trends and technologies, while also giving you the option to directly edit the code if your feeling super creative.

The platform that my agency uses is Webflow. Now with choosing Webflow we are well aware of the boundaries and limitations that come with using this platform. But it gives us all the creative control we could ever need plus more. Not to mention because Webflow is a fairly new platform they are constantly launching updates to make the experience of developing and designing on their platform better.

Choosing A Platform

Here's a list and breakdown of the top current visual web builders along with their learning curve score 1 being easiest to learn and 10 being the hardest

Weebly

However, it's more outdated than a lot of other platforms, with limited customization and few of the tools necessary for long-term growth. That said, it's good for beginners, providing step-by-step guidance, particularly for SEO.

Learning curve score 3



Webflow

Webflow is a Website Development Platform or Website Builder that creates powerful responsive websites with incredible animations, interactions, and integrations. It creates stunning marketing and branding visuals.

Learning curve score 8



Wordpress

WordPress, a content management system (CMS), is the ideal tool for entrepreneurs and companies to showcase their products and services, help their search engine ranking, and market themselves to prospective customers. It helps you share your written content, sell products and services in an electronic storefront, or even just share photos and videos of your work.

Learning curve score 6



Squarespace

Squarespace is a website builder tool that is aimed mainly at small business owners and 'solopreneurs.' Squarespace lets people without web development skills build and maintain their own websites.

Learning curve score 4



SQUARESPACE

Shopify

Shopify merchants can build and customize an online store and sell in multiple places, including web, mobile, in person, brick-and-mortar locations, and pop-up shops and across multiple channels from social media to online marketplaces.

Shopify is completely cloud-based and hosted, which means you can access it from any connected compatible device and we'll handle software and server upgrades and maintenance for you

Learning curve score 4. (if you are using template)

Learning curve score 9. (if your coding your own template from scratch with no prior coding experience)



Graphic Design Is a Must

Maybe I'm being a bit biased here but knowing the basics of graphic design and programs like photoshop and figma are a must. To be honest if you are any kind of good designer you'll spend about 70% of your time in figma creating visual mockups, wireframes, prototypes, and the list goes on. As a web designer sometimes it requires us to be a jack of many design trades to get the goal accomplished.

The benefits of knowing and understanding the concepts of graphic design will allow you to become experts at creating websites with visual appeal that easily communicate the clients brand value. Through your understanding of typography, colors, layouts, and the user experience.

Here are some key takeaways to learn more about to become better at graphic design

Grid theory

The foremost purpose of a grid – in graphic design at least – is to establish a set of guidelines for how elements should be positioned within a layout. Not only does an effective grid provide the rhythm for a design, but it also defines the meter.

Color theory

Understanding how color is formed and, more importantly, the relationships between different colors, can help you use color more effectively in your designs, and make sure you pick the right palette for your projects.

Typography

Typography design is a key element of a designer's skill set. The typeface you choose and how it works with your layout, grid, color scheme and more can make or break a design.

Golden ratio

The Golden Ratio describes the perfectly symmetrical relationship between two proportions. Approximately equal to a 1:1.61 ratio, the Golden Ratio can be illustrated using a Golden Rectangle. This is a rectangle where, if you cut off a square (side length equal to the shortest side of the rectangle), the rectangle that's left will have the same proportions as the original rectangle.

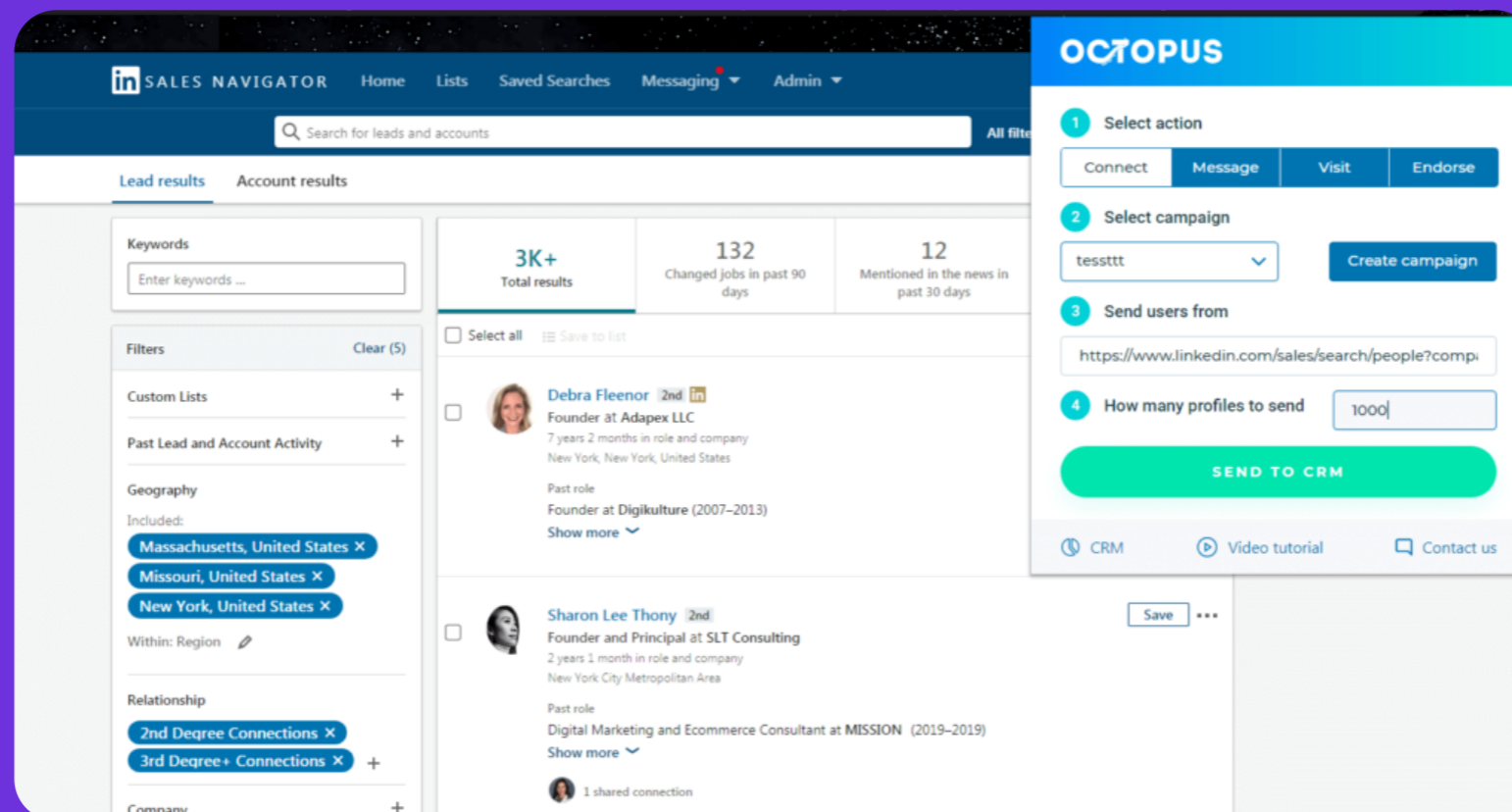
Prospecting Using Automation

Prospecting can be one of the most time consuming and energy draining task as a business owner. But with this amazing tool that was made specifically for prospecting with LinkedIn you can literally put your prospecting on autopilot.

Octopus CRM

Using octopus crm has made prospecting so much easier. Because it's linked directly to LinkedIn it allows automatic engagement and messaging making it easier than ever to get prospects into and through your marketing funnel. With the ability to auto connect, endorse, & message you, this gives you the ability engage with people who are interested in your service or product and eliminate the ones who aren't.

Another great thing about using this program is you don't have to worry about your account being flagged due to huge amounts of activity. This will throttle down automation when it reaches the LinkedIn limit of connection requests for the week. I've posted a link to get started below.



Pricing

Pricing can be a touchy subject for many freelancers. Charge too much and scare the prospect away, charge too little and you don't feel like you were paid enough. When it comes to pricing remember you aren't being paid for the amount of time it takes to complete the project.

Pricing your project

You are being paid for what you know and the solution you can provide to alleviate the customer's pain point. CEO's and business owners will pay just about anything to eliminate a pain point that directly affects their bottom line.

Here's a powerful tool we use to take the guess work out of pricing. This ensures we get it right everytime.

Cash your flow Calculate Again

5 weeks
\$4.6k
Edit Calculation

Total Quote

Total quote:	\$4,600
Break Even:	\$3,180
Profit:	\$640
Efficiency fee:	\$320
Rush fee:	\$100
Tax:	\$340
Downpayment:	\$3,450

Deadline

Hours:	53 hours
Estimated Timeline:	3 weeks
Buffer Time:	2 weeks

Build a neat proposal in the blink of an eye!
Proposal Template Coming Soon

Project Name Invoice #000001

Bill To: [Client Business Name], [Client Contact Name], [Client Email Address] | Due Date: [Name Goes Here]

Subtotal: XXXXXXXX | VAT: XXXXXXXX | Invoice Total: \$XXXXXXXX

Bill From: [Your Business Name], [Address Line 1], [City, State, Zip Code]

Overbooked? Let us help you with Webflow

Discovery Flow My Figma

to **webflow**

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Be sure to utilize the tips from this eGuide to see the maximum results.

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