

PART 10: CUSTOMER TO RETAINER



Thirteen weeks in, and the end's in sight. You've talked to 21 **qualified buyers**, and completed around 10 projects that turned about 8 of them into **confirmed customers**, with more flowing down your sales funnel. (You may even have hit your £100,000 annualised target already.) The final week of your 100-day plan strikes out for the end goal of any six-figure freelancer: **retainer agreements**, where a **repeat client** turns into an ongoing customer relationship, paying you a monthly fee for an agreed scope of work.

Retainer agreements are how six-figure freelancers *keep* their income in six figures on a rolling basis. Tattoo this on your forehead: *the goal of a six-figure freelancer is retainer agreements*. Not jobs or projects or gigs. **Retainers**.

Part 10 shows you how to write and issue retainer agreements—in a way that maximises your profit *from* each repeat client, while delivering maximum value *to* them. (Yes, retainer agreements are good for clients too.)

Why do you need retainers? Because they maximise your return on your time. Constantly working with *new* clients is great—you're doing it now!—but it's far easier to retain an existing customer than acquire a new one. Doing £8,350+ of work each month for a constantly-changing cast of customers will run you ragged. **Retainer fees solve this**. Executing an agreed scope of work, for someone you already know, takes less energy.

For the first five days of **Part 10**, you'll add 2 Connections on LinkedIn per day, and ease off on your List-building and Campaign-sending: just 2 cold suspects and 3 sales letters out each day. For the initial customers so far, you'll write a retainer contract each day, for a total of 7 by the end of your 100 days.

Also this final week, you'll stop adding Connections and cold suspects at weekends, and start doing these mandatories on weekdays only. Your career as a six-figure freelancer is close at hand.