

Nail Your Pitch and Jumpstart Your Consulting Business

MyLance's bootcamps can help you jumpstart your thriving freelance business. An important first step is finding your niche and clearly communicating your value to potential clients. In this guide, we cover a few, actionable steps to get started.

MyLance's Top 3 Steps for Honing Your Niche

Our graduates have used these tactics to land \$20K+ projects.

1 List Your Professional Accomplishments

Look back at your career to date, and write down the accomplishments that you're 1) Most proud of and 2) Enjoyed the most. Maybe you have these in your mind, but it goes a long way to make them tangible and write them down.

We like this format: "At [Company X], I [tangible verb or phrase] that accomplished [accomplishment or result here] and [additional accomplishment here if applicable]."

Here are some examples:

Uber Freight, Head of Carrier Operations: At Uber Freight, I built up our Operations team that helped launch the new business line for Uber, and built out scalable and automated processes across carrier acquisition, carrier engagement, and marketplace dynamics, in building Uber Freight up to a \$1B+ valuation.

UberEATS: Head Launcher for Miami FL, and Milan, Italy: At [UberEATS,] I [hired a team, and designed and executed a grassroots-marketing plan including the creation of a courier and restaurant base,] that accomplished [the launch of UberEATS in Miami and Milan,] and [gave Uber a competitive advantage in both markets].



Keep these tips in mind:

- Use action-oriented, concrete words (“built” and “designed,” NOT “crafted” or “explored”)
- Make sure your impact (and the how you made that impact) is clear
- List accomplishments you actually enjoyed doing!
- List out your role + company (or team) to give context to your accomplishments
- Keep your list short and sweet. 3-5 accomplishments, tops!

2 Identify your tangible, concrete skills, and superpowers

You now have your accomplishments. Now, find your niche. We'll start by finding the skills you rock that helped you achieve all those accomplishments you just listed. Use this formula:

I'm an expert at [area of expertise] that enables me to [value add to a company or outcome for a company].

For example:

I'm an expert at [launching marketplaces, including B2C, B2B, and two and three-sided marketplaces] that enables me to [help companies scale their operations].

3 Turn this into your winning pitch

Take the lists you made in Steps 1 and 2 and turn them into your niche, and ultimately, that winning pitch!

(Step 1) “I’m an expert at...” + (Step 2) I accomplished X at Y company and delivered on Z value.

When you're talking to a potential client, you now have a clear, concise introduction that highlights your value. Congratulations, you now have the foundation for a winning pitch! Join our next bootcamp to get more actionable tips and start building your thriving freelance business today.

