

LOVE YOUR
Freelancing

MODULE FIVE

Tapping into your Creative Brilliance



IN THIS MODULE, YOU'LL LEARN



- To differentiate yourself from competitors
- Meet & exceed client expectations
- Stop trying to win projects by focusing on price

What's good for your
creative happiness is also
good for your business.



BEING THE EXPERT

STRATEGY: Listen to what your clients *need*, not just what they say they *want*

HOW: Ask questions around what they're really looking for.

BENEFIT: Listening to client needs allows you to deliver your unique value proposition.

When you can creatively provide a solution, clients give you more creative freedom.



PRINCIPLE 2 OF 5



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\$3.57 million

BENEFIT: You have given yourself the freedom to do a higher quality of work through more creative exploration.





WORK IN YOUR ZONE OF EXCELLENCE

STRATEGY: Create an environment, boundaries and practices that allow you to get “in the zone”

HOW:

- Focus
- Do the work you love doing
- Work breaks
- Distraction free work periods

Fuel your creative energy by doing things you love outside of work. Take breaks in between your work.

BENEFIT: Helps you enjoy and give your all to your creative work.



START FROM INSPIRATION & MAKE USE OF OTHER'S CREATIVITY

STRATEGY: Create and reference inspiration when you start a new project

HOW: Create an inspiration library: Whenever a piece of art or work impresses you, keep it in a centralized place to reference.

Use ready-made code, design, photos or processes to complete your projects more efficiently and elevate your finished product.

BENEFIT: You are an army of one but that doesn't mean you have to work in a vacuum. Your finished product benefits from incorporating others' creative work as well.





COLLABORATE

STRATEGY: Work with partners and outsource tasks

HOW: Partners have similar experience level in a complimentary field
Outsourcing can be done for lower-level or less creative work

BENEFIT: Partners push us to do our creative best and challenge us
Outsourcing allows us to let others complete production-oriented tasks and save our energy for creative tasks





NURTURING YOUR CREATIVE BRILLIANCE IS



GOOD FOR YOUR SOUL

AND



GOOD FOR BUSINESS

**➡ BECAUSE YOU CAN STOP SELLING BASED ON PRICE,
AND SELL BASED ON YOUR **VALUE****





CASSATA SONOMA

"The purity of the earth is evident in every sip"

OUR STORY

OUR WINES

EXPERIENCE

BIODYNAMIC FARMING

BLOG

LOCATION

OUR VISION



The Cassata Sonoma winery is rooted in Sicily, where the old world practices of winemaking, food preparation, cooking and gardening are a tradition we have brought to fruition here in the Sonoma Valley. At Cassata Sonoma, we use farming methods such as crop rotation, composting, and homeopathic sprays to cultivate the long-term health of the soil. Through these practices they not only ensure our farming supports the sustainability and health of the Earth but also produces exceptional wines, olive oils and honeys. We truly believe in bringing forth the Earth's riches for all to enjoy by "tasting the purity of the Earth in every sip" of our beautiful wines.



OUR STORY



OUR PURPOSE

We believe in creating excellence through sustainable winemaking practices and what we take out of the Earth, we enrich by giving back. Rather than constantly taking from the land, as winemakers we embrace traditional agrarian methods that allow the vines to grow naturally. These practices ensure that the vineyard and its environment can continue to produce wines for future generations and is the ultimate in sustainability.

OUR PLACE

The Cassata Sonoma property is situated in beautiful Glen Ellen, CA. This area is known for its outstanding growing soils and climate. Fruit trees and vegetable gardens fill the open areas along the valley floor. The vineyard has been re-established along the gentle rolling hills. The entire property is managed biodynamically so that future generations can enjoy a pure and simple refuge in this isolated valley.

OUR HISTORY

Our unique property is a special place of history, beauty, and serenity in Jack London's romantic Valley of the Moon. Purchased in 2002 by the Cassata Family, this rich land was once a part of the Mexican Land Grant known as Rancho Los Gulligos and its history goes back to the 18th century when the Spanish first established a chain of missions in California. Click here to read more.





DON'T SELL BASED ON PRICE, SELL BASED ON YOUR **VALUE**

Re-think your approach to estimates and work – be your client's partner.

Clients are better served by you welcoming your creative freedom into your projects, rather than you feeling stifled by price.

Get comfortable advising your client on what you see they need - don't limit yourself to what they asked you to do.

Talk to your client about your value and collaborate on how you can best help.

Provide estimates for your best work.





DON'T SELL BASED ON PRICE, SELL BASED ON YOUR **VALUE**

What do your clients need to succeed?



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