

MARKETING FOR FREELANCERS LEAN CANVAS- COMMENTS

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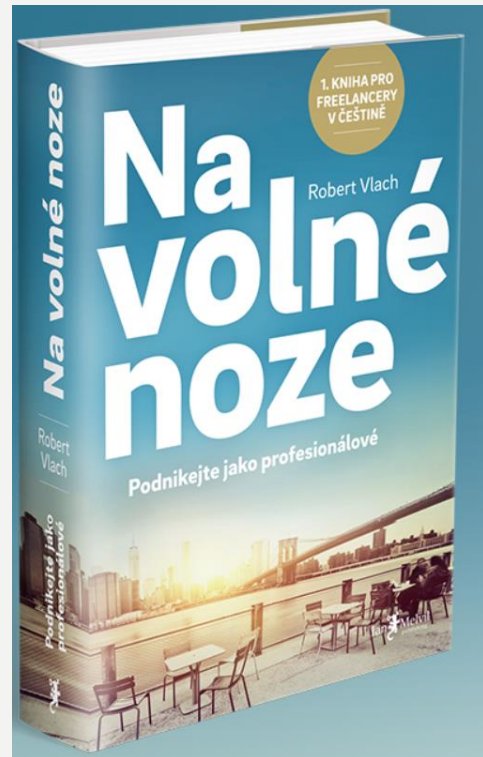
EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

MARKETING FOR FREELANCERS

SOME IDEAS FROM THE BOOK



Source of the picture:
<https://www.melvil.cz/kniha-na-volne-noze/>



Source of the picture:
<https://www.knihydobrovsky.cz/knih-a/the-freelance-way-169326179>

SOCIAL MEDIA

- Be there – your clients should find information about you to trust you - start on social media
- Webpage – start with simple web x web done by professional ??
- DOMAIN – idea, brand, costs
- Microsite
- Youtube video, blog, tweets and retweets
- Newsletter ?? – MailChimp

(Vlach 2017)

MARKETING FOR FREELANCERS

- Marketing of companies x marketing of freelancers
- Freelancers
 - credibility, professionalism, quality
 - mostly based on social networking
 - portfolio
 - pricing
 - Testimonials, references

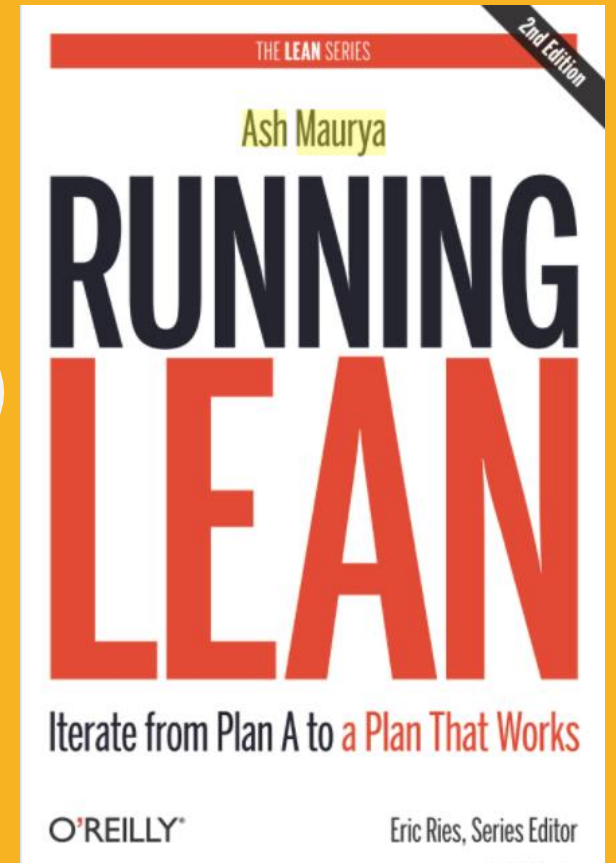
(Vlach 2017)

MARKETING FOR FREELANCERS

- Participation in some competitions for entrepreneurs (local, professional, young, ...)
- The address of your business
- Logo
- Business card and business etiquette
- Personal brand

(Vlach 2017)

**LEAN CANVAS TOOL
COMMENTS TO SOME
PARTS BASED ON
THE BOOK FROM ASH MAURYA:**



Source of the picture:

https://books.google.cz/books?id=j4hXPn233UYC&printsec=frontcover&dq=ash+maurya&hl=cs&sa=X&redir_esc=y#v=onepage&q=ash%20maurya&f=false

LEAN CANVAS

Show Version History Focus On Leaner Canvas ⓘ

PROBLEM ⓘ List your customer's top 3 problems 2	SOLUTION ⓘ	UNIQUE VALUE PROPOSITION ⓘ Single, clear, compelling message that turns an unaware visitor into an interested prospect 5	UNFAIR ADVANTAGE ⓘ Something that can not be easily copied or bought 9	CUSTOMER SEGMENTS ⓘ List your target customers and users 1
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS ⓘ List the key numbers that tell you how your business is doing 7	HIGH-LEVEL CONCEPT List your X for Y analogy (e.g. YouTube = Flickr for videos)	CHANNELS ⓘ List your path to customers 6	EARLY ADOPTERS List the characteristics of your ideal customers Add Comment
COST STRUCTURE ⓘ List your fixed and variable costs 8		REVENUE STREAMS ⓘ List your sources of revenue 3		

Lean Canvas is adapted from [Business Model Canvas](#) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License. [See what's different](#)

Lean Canvas

Source:
<https://leanstack.com/lean-canvas>

CUSTOMERS

- Buyers x users
- What is good to know?
 - Age, social status, sex, life style, culture background
- Who is the typical consumer? Describe him/her
- Early birds?

(Maurya 2016a) (Maurya 2012)

PROBLEM

- Is it the real problem what the customers say? What they really buy x what they want

- How they solve it now?

(Maurya 2016), (Svobodová, Andera 2017)

REVENUE STREAMS

How to improve:

- 2 for 1, price packages, price options (Vlach 2017)

„Lifetime Value (LTV) – revenue that customer will generate during his lifetime“ (Maurya 2016b)

SOLUTION

- To the right consumers – simple product with great quality – at the right time – on the right place
- Is there any analogy to describe easily the solution?

(Maurya 2016a), (Svobodová, Andera 2017)

Solution is not your product, your product is your business model (Maurya 2016b)

UNIQUE VALUE PROPOSITION

VALUE OF THE PRODUCT X BENEFIT OF THE PRODUCT

- How you can easily describe the value?
- How to improve the value: always communicate, long guarantee

(Guillebeau 2013)

CHANNELS

- Communication, distribution
- Online, off-line, plant

KEY METRICS

Key Takeaways from Maurya 2016b:

- „Avoid vanity metrics as internal measure of progress.
- Create a companywide dashboard that answers the question: Are we making progress?
- Measure your customer factory in daily, weekly and monthly batches.
- Create a dashboard that you share with everyone in the company.“

UNFAIR ADVANTAGE

- What can not be easily copied or bought?
- Know how, copyrights, social network, experiences, skills, knowledge,...

(Maurya 2012)

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Links for pictures, available on 02.09.2021

Knihy Dobrovský, picture of the book available from:

<https://www.knihydobrovsky.cz/kniha/the-freelance-way-169326179>

Jan Melvil, picture of the book available from: <https://www.melvil.cz/kniha-na-volne-noze/>

GoogleBooks, picture of book available from:

https://books.google.cz/books?id=j4hXPn233UYC&printsec=frontcover&dq=ash+maurya&hl=cs&sa=X&redir_esc=y#v=onepage&q=ash%20maurya&f=false

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