

Broxten's Playbook: The Freelance Kickstart

How to land your first freelance client as a student — even for free.

1 STEP 1 Find Your First Client

Make a list of **5 potential clients**:

- Local nonprofits
- Small businesses you frequent
- Friends with side projects
- A family member's business
- Your school club or org

"I'm a marketing student building my skills. I'd love to help you with [website/social/email] for free for 30 days — no strings attached. Would you be open to it?"

2 STEP 2 Deliver Real Results

- Pick **one focused area** — don't try to do everything
- Audit what they currently have
- Create a simple plan: what you'll do, what success looks like, and a timeline
- Execute for **30 days**
- Track everything — before/after screenshots, traffic numbers, engagement, any measurable change

3 STEP 3 Package It as a Case Study

- 🎯 **The Challenge:** What problem were they facing?
- 🛠️ **Your Approach:** What did you do?
- 📈 **The Results:** What happened? (small numbers are real numbers)
- 💡 **What You Learned:** What would you do differently?

📄 MINI CASE STUDY TEMPLATE — FILL THIS IN AFTER YOUR 30 DAYS

Client	Challenge	Approach	Results	Key Takeaway
_____	_____	_____	_____	_____

"Andrew Prince said offering free work to a nonprofit is the easiest way to build a portfolio. Alex Ryan got her start through freelance and volunteer opportunities. Ross Chowles said you can now build a virtual agency with almost no investment. Start today."

— [The BroxtenDigital Show](#)

Want the full conversation? Watch [The BroxtenDigital Show](#) on YouTube.

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