

The EYES and EARS Method

how to make clients come to you

by Jay Clouse

Welcome!

Over the last few years of working with entrepreneurs of all kinds – freelancers, founders, creators, and more – I’ve found that this single sales strategy can make all the difference in a freelancer working sustainable hours and earning more.

It’s not rocket science – it’s simple, but powerful. If you can master the **EYES and EARS Method**, you won’t struggle over where your next month’s rent is coming from. You won’t need to send endless proposals and hope someone says “yes.”

Instead, clients will come to you – and they’ll pay you what you ask for.

If you do good work, genuinely connect with people, and follow this plan, sales will take care of themselves.

Hey, I'm Jay

I'm the founder of [Unreal Collective](#) and author for [LinkedIn Learning](#) / [Lynda.com](#) teaching product management and freelancing.

I've been both a founder and a freelancer. Previously, I was the Chief Operating Officer of Tixers, which was acquired in 2015. Then I spent time as a product manager at a venture-backed startup before leaving that to freelance.

Through Unreal, I've worked with more than **100** incredible people who have had multi-million dollar exits, run six-figure crowdfunding campaigns, left their jobs to go full-time freelance, and bootstrapped technology companies.

The **EYES and EARS Method** appears in one of my courses, [Selling for Freelancers](#). If you find this valuable, you'll love the whole course, which includes another 13 lessons.

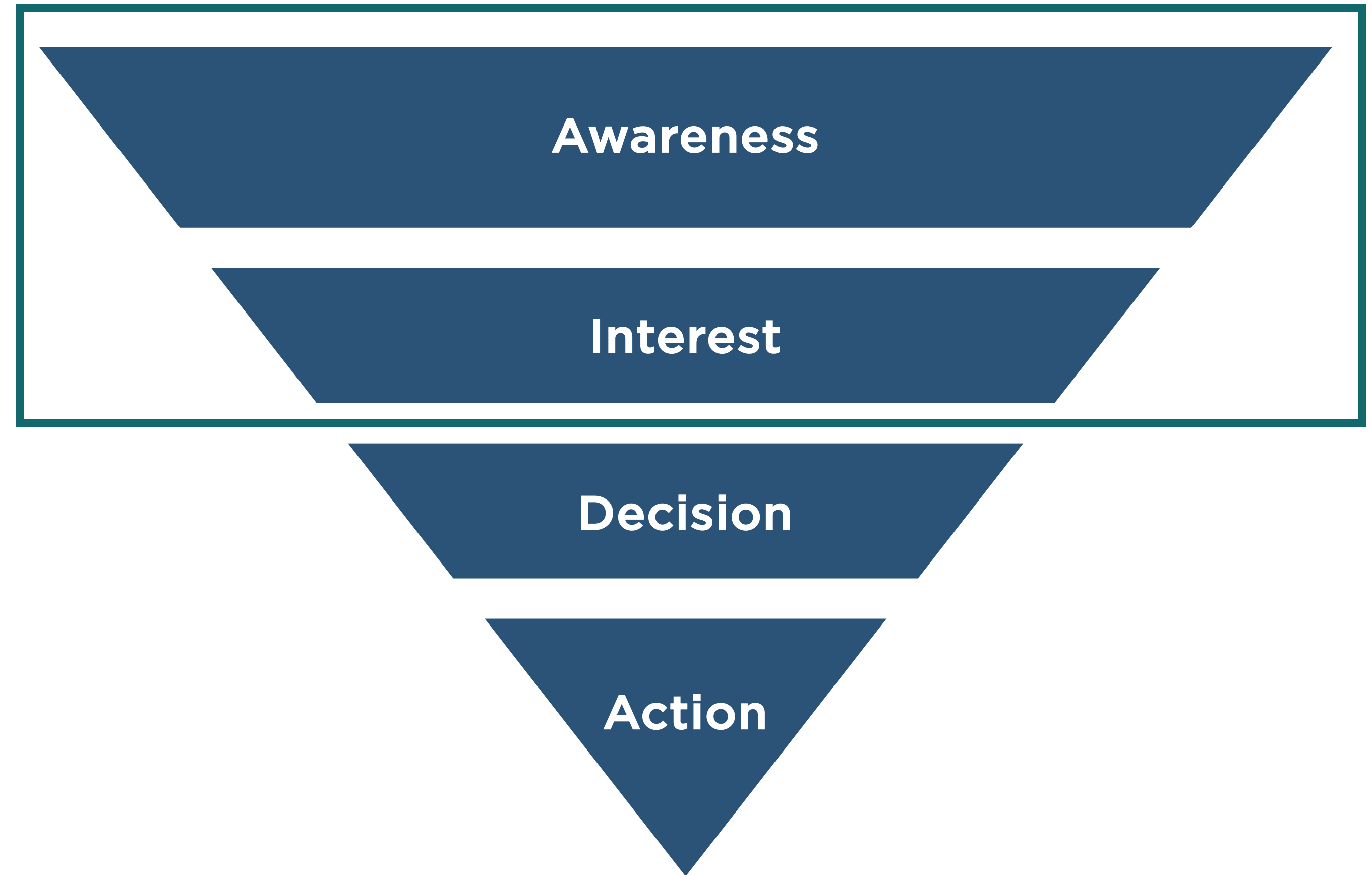
[You can learn more about me here](#). I'm excited to share this with you.



Think about your current
sales process...

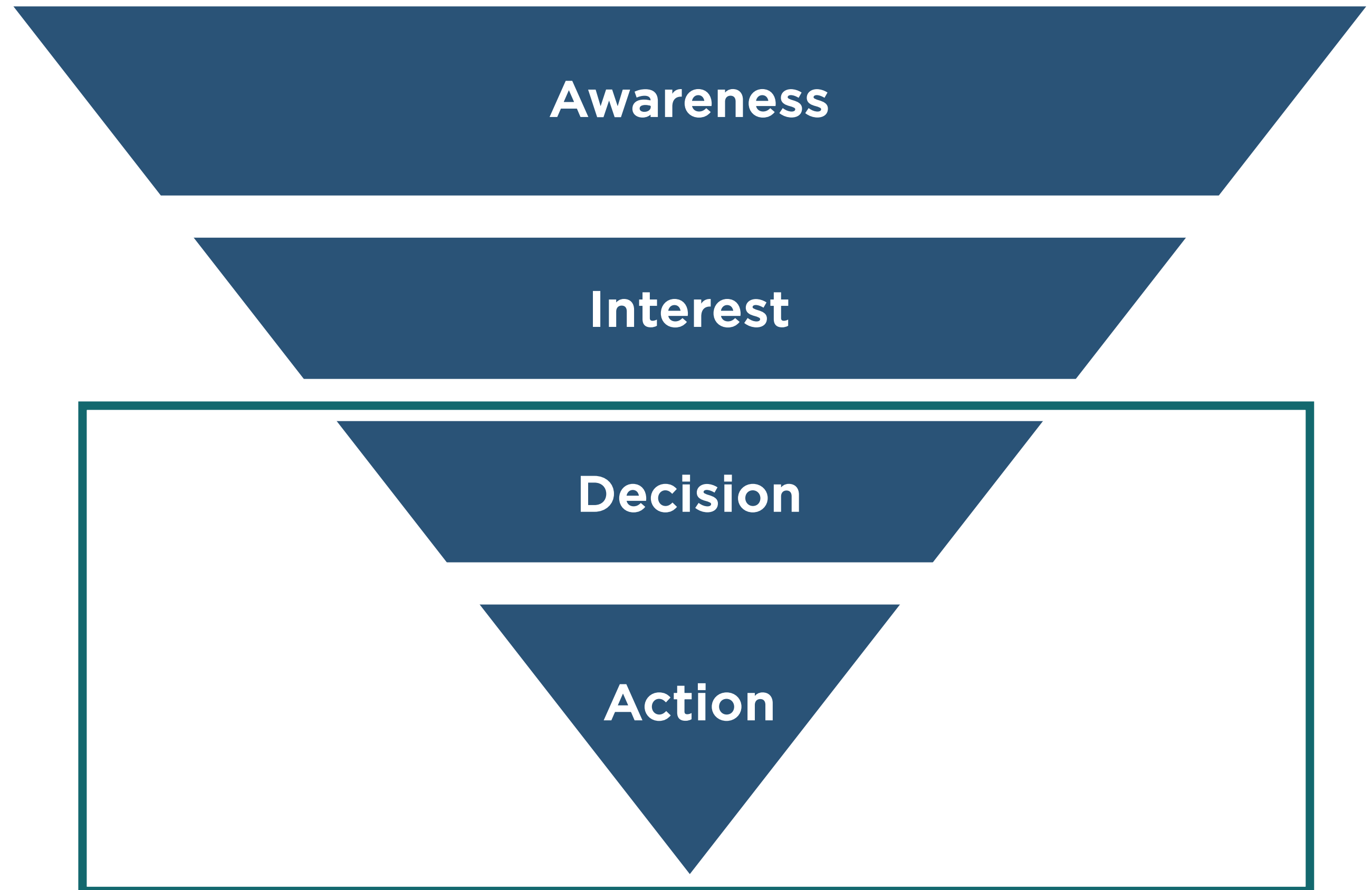
Your sales funnel

- You're starting at the top, right?
- You're working to find leads, first making them aware of who you are, then trying to interest the leads in working with you.
- What if you could skip those first two steps entirely?



Your sales funnel

- ⬡ This is what **referrals** do for you → inbound leads for prospects who know you exist and are already interested in talking to you.



Life is easy when you have
high-quality inbound leads.

People coming to YOU for help.

Remember:

Someone else recommending
your work is much more
powerful than YOU
recommending your work.

The more advocates
you have for your business,
the easier life will be.

You need:
EYES and EARS

...an acronym and a philosophy.

tl;dr:

Get really good at talking
about who you help and
how you help them.

tl;dr:

Then, give that info to others.

They become extra sets of eyes
and ears for your business.

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Establish
Your
Elevator
Speech

AND

Empower
Advocates (to)
Refer
Sales

Let's break that down...

Establish Your Elevator Speech

EYES

- ⬡ Your Elevator Speech (or Elevator Pitch) is a short description of what you do
- ⬡ **Goal:** In one breath, this should tell someone *who* you help and *how* you help them
- ⬡ It needs to be **MEMORABLE**
- ⬡ The shorter and more specific the better

Establish Your Elevator Speech

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I help [x] do [y]

I help [persona] solve [problem]

EYES



- Use the framework:
 - I help [X] do [Y]
 - I help [persona] [solve problem]
- **Examples:**
 - I help **freelancers** earn more
 - I help **B2B SaaS companies** write better emails
 - I take photos for **destination weddings**
 - I handle post-production for **podcasters**
- We remember **specific** terms
- ...but our memories are terrible
 - so keep it short!

Establish Your Elevator Speech

A quick note on specialization...

- ⬡ You're going to resist it.
- ⬡ You're going to think, "I can do all of the things! How do I choose?"
- ⬡ You have limited capacity. You WON'T do everything for everyone.
- ⬡ And if you try, you'll do nothing for anyone.
- ⬡ You'll chase *anyone* who will pay you to do *anything* and spend **more time than you've ever spent making less money than you've ever made.**
- ⬡ Those who **SPECIALIZE** make a sustainable, long-term living freelancing.

A quick note on specialization...

- ⬡ Being “specialized” means you have a narrow (niche) focus
- ⬡ **Example:**
 - ⬡ “I write emails for B2B SaaS companies” is much more specialized than “I’m a copywriter”
- ⬡ Being specialized makes it easier to be the go-to, **NUMBER ONE** person for a segment of customers
- ⬡ ...and being the go-to, number one person means you can charge higher rates

**Being specialized makes you
much more referable!**

Empower
Advocates (to)
Refer
Sales

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Real quick,
let's talk about Advocates



...a tenet of evolutionary psychology is that people are hard wired to enjoy offering assistance -- as not only a mechanism to receive assistance themselves, but also to satisfy the innate human drive for altruism.

Robin Dreeke

The Code of Trust

Advocates

- You already have advocates
 - Former clients (if you did good work)
 - Friends and family
 - People who admire your work
- Every day, those people are talking to other people
- Often, that conversation will touch on a problem or pain point
- As Robin Dreeke noted, your advocate will try to help solve their problem!
- You want to be **the first person they think of** to solve the problem



Advocates cont.

- ⬡ **Example:** If someone says, “I need someone to help me write emails,” the copywriter who says “I help **B2B SaaS companies** write better emails” will come to mind.
- ⬡ Same if they said, “I run a **B2B SaaS company.**”
- ⬡ Specialized words are easy to remember and for your advocate to make a connection
- ⬡ The first person to come to mind will be who gets the referral
- ⬡ Without specializing, it’s hard to be FIRST to mind

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Advocates cont.

- ⬡ **Remember:** you already have advocates
 - ⬡ Former clients (if you did good work)
 - ⬡ Friends and family
 - ⬡ People who admire your work
- ⬡ They will become *productive* advocates if they are given the tools
- ⬡ By using the same, specific **Elevator Speech** around your advocates, you help them refer people to you

2

EARS

Empower
Advocates (to)
Refer
Sales

2

EARS

- Once you've **Established Your Elevator Speech**, begin sharing it with advocates
 - Memorize it. Use the same phrase every time.
 - I help **freelancers** earn more
 - Over time, it'll stick in their minds
 - IF it is short and specific
- As you create more advocates, the more likely it is that one of them will refer you at any given time

Empower
Advocates (to)
Refer
Sales

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EYES and EARS in action

Totes unreal. Inbox x 🖨️ 🔗

? [Redacted] 12:07 PM (0 minutes ago) ☆ ↩️ ⋮

to me ▾
Jay —

Just got off a call with Bryan Gintz - who, along with Annette Furio are both in your current cohort.

After chatting with them both - and a great conversation last week with Adam at Tiger Tees - realizing I should have reached out about your organization months ago.

I know your name from some of my exposure and work with clients in the startup community...I'm pretty much sold on the model and caliber of the peers you've worked with; but - am on the fence on the one-on-one frequency.

...as much for me - and likely your evaluation/matching process - I'd love to buy you a cup of coffee and maybe over 30 minutes - make introductions, say hello - and put a handshake and face to one another.

Thank you in advance for your consideration - for the curious - start here:
» [Redacted]

And some creative/work product here:

Overview/Branding
» [Redacted]

Digital
» [Redacted]

...and if you're game to meet:
» [Redacted] (pick your fave coffee shop...or something close to the Idea Foundry/400 W Rich if that's convenient...)

All the best;



One more time...

Establish
Your
Elevator
Speech

AND

Empower
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Takeaways

- Get really good at talking about **who** you help and **how** you help them
- Be as specific and succinct as possible
 - This makes you memorable AND referable
 - I help [**X**] do Y
- Begin using that language around your advocates
 - Former clients (if you did good work)
 - Friends and family
 - People who admire your work
- Proactively meet people, make friends, and create more advocates
- Eventually, you'll have consistent, inbound leads

Take Action

- ◊ Establish Your Elevator Speech
 - ◊ I help [X] do Y
- ◊ Make a list of your existing and potential advocates
- ◊ Begin reaching out to your advocates to reconnect (phone calls, meetups IRL)
- ◊ Use your Elevator Speech in those conversations to describe what you're up to

Want some feedback?

Send your Elevator Speech to:

jay@jayclouse.com

Final word

Now that you've learned the **EYES and EARS Method**, you're ready to revamp your business development strategy. Complete the Assignment on the previous page and then begin proactively identifying *new* advocates. Make friends!

The **EYES and EARS Method** appears in one of my courses, [Selling for Freelancers](#). If you find this valuable you'll love the whole course, which includes another 13 lessons.

This method goes a long way, but there's more to learn. Take the next step:

- 1.) Check out my courses, [Selling for Freelancers](#), [Marketing for Freelancers](#), and [the Business of Freelance](#).
- 2.) Consider applying for the [Unreal Collective Accelerator](#). It's a 12-week, online accelerator for freelancers and creatives. We can keep your feet to the fire.
- 3.) Send this to another **freelancer** who deserves to earn more.

Thanks for reading. You'll begin receiving my weekly email, **Work in Progress**, to help you think bigger and earn more. You can reply (or even unsubscribe) any time.

Cheers,
Jay