

# How to Make a Good First Impression With Your New Employer - 8 Steps

A report by Upwork and Freelancers Union found that 51% of the 57 million American freelancers will never take traditional jobs, even if it can provide a decent income. If you're like those 57 million American freelancers, then you may be content of the freelancing lifestyle, which is good. After all, it's important to enjoy what you do for a living.

But, in order to really have a sense of fulfillment as a freelancer, you need to [earn a steady income](#). To achieve that, one of the crucial steps you must take is making a good first impression on a prospective employer. If you can manifest a good first impression, chances are you'll get the job from an employer or client you just met. So, without further ado, we'll show you eight steps to make an excellent first impression.

## Research About the Client

When you see clients' job postings on [freelance websites](#), they typically contain info about their projects only, excluding any further details about their background and profile. Afterward, you send your proposal to a client you chose to work for through email, and await a response.

Now, while waiting for the client's reply, use the time to research his or her background. Learn all about what the client does for a living and what organization he or she belongs to. It's an excellent strategy to acquaint yourself with a prospective client before meeting one. By the time you'll meet a client you want to work for, you'll know how to engage them in a conversation.

There are many ways you can know about clients online. For one, there's Facebook, Twitter, and LinkedIn. You can simply search the client's name on the search box, then his or her profile shows, and you can view it.

## Know the Client's Needs

Aside from researching a client's profile, what's even more important is knowing his or her needs before meeting them. In doing so, you'll have ideas about what to expect in the discussion concerning the project. The specifications about the client's project are there in his or her job post, so make sure to study them thoroughly.

Plus, if you're already aware of the client's needs, the client will have this impression that you really did your homework. In that case, the client might consider hiring you without hesitation.

## Dress Neatly

When the client gives you a call or sends you an email for a meeting, of course, you have to respond immediately. That's a golden opportunity to [get more work](#) and [more money](#).

After you or the client sets a [schedule](#) and venue, you have to consider wearing decent clothes during the meeting. Although wearing a business suit with a tie and leather pair of shoes will make you look decent, that doesn't have to be your option. If you don't have a business suit, don't stress yourself to buy one. It's expensive, and it'll take a large chunk of your [budget](#).

A simple polo shirt, pair of jeans, and a clean pair of shoes will do. The important thing is to look presentable. And take note that your meeting with a client is also a tad casual. Yes, it's a formal meeting, but it's not as formal as a corporate meeting. So, simple yet decent clothes are enough to make you look professional to the client.

## Start with a Casual Conversation

Of course, your game plan is to convince the client that you're the right freelancer for the job. But, that doesn't mean you must start talking business right away. If you try to imagine doing it, you'll see that it's not a good way of socializing with a client you just met.

It's essential to establish a strong social connection with a new client by starting with a casual conversation. Engage the client with small talks such as what's his or her favorite food, favorite movie, hobbies, and interests. Try to find common ground with a client during the small talk. Make the client feel comfortable with you and do your best to eradicate an awkward atmosphere.

## Present Your Portfolio

After the small talks, it's the right time to talk business. As a freelancer, you should start the business talk by presenting your high-quality [portfolio](#). Show the client your previous projects to give him or her an idea of how good you are at your craft. You can also inform the client about what materials and tools you use in [maximizing your productivity](#).

In your portfolio, make sure to include descriptions of each of your work and brief info regarding your quotation. That will give the client insight into your price rates. See it to feature the best of the best of your previous projects on your portfolio. Remember that its primary purpose is to impress the client with your talent and skills.

## Listen Well and Repeat What the Client Said

When the client is talking about the project's details and components, you have to listen well. Take notes on your [checklist](#) pad to have a reminder of the client's instructions. And once the client finishes relaying the project's requirements, repeat it back to him or her. No, that doesn't mean you have to repeat what they said word for word like a parrot. What we mean is to repeat what the client said in the form of clarification.

For example, if the client says he or she wants to raise the promotion of his or her business with a website, you can say something like this: "So, you're saying your business's sales are quite low at present, and you want me to create a website that can attract customers to your business. Is that right?" That implies you're listening, which makes the client feel that you care about providing his or her needs.

## Watch Your Body Language

Yes, a meeting with a client is essentially a social activity where exchanges of information are done verbally, but body language counts as well. If you can't maintain eye contact, your shoulders shrink, and you tend to crouch down when talking to a client, that could make the impression that you're not confident. If the client sees that you seem to have no confidence, he or she will have second thoughts about hiring you. Or, he or she might not hire you at all.

When conversing with the client, always keep eye contact, sit straight, and hold your head up high. Speak with conviction and optimism to convince the client that you're a true professional.

## **Produce the Best Possible Results**

If the client hires you for the job, [contracts](#) will be in place, and after the both of you sign them, you're officially under his or her temporary employment. Now, what awaits you is doing the project. Because it's your first time working for this particular client, it's essential to stay true to your agreements with them. Make sure to deliver every aspect of the client's project with near-perfection.

If you can produce the best possible results for a new client, he or she will consider rehiring you for future projects. It's not a guarantee, however, but it's very likely. Aside from rehiring you, the client might give you referrals to other trusted clients as a reward for your excellent service.

As the saying goes, "First impressions last." That's a principle that can make or break your [relationship with a client](#). So, as much as possible, always make a good first impression. Don't pressure yourself too much about it, however. All you have to do is act professionally and be your best self. Doing so will earn you plenty of freelance work opportunities.