



REMOTE PROJECT MANAGER'S GUIDE

to Consistent Clients
and a Thriving
Business

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INTRODUCTION

Why This Matters to You

If you're a remote project manager, you've probably faced the struggle of finding consistent, high-paying clients. You're great at managing projects, ensuring deliverables are met, and leading teams remotely—but selling your services? That's another story.

The truth is: Without a predictable way to attract and close clients, your business will always feel uncertain.

I've been working remotely for over 11 years, running my own business 95% online, and I never run out of work. Not because I'm lucky—but because I have a system. In this book, I'll share with you how you can do the same. By the end, you'll have a clear roadmap to position yourself as a go-to expert, attract high-value clients, and build a sustainable business without constantly chasing leads.



TIPS 1

WHAT IS REMOTE PROJECT MANAGEMENT AS A BUSINESS?

The Shift to Remote Work

Companies worldwide are embracing remote project managers to manage distributed teams, cut operational costs, and improve efficiency. Your expertise is in demand more than ever.

Traditional companies that were once skeptical about remote work now rely on it as a business necessity. This means more opportunities but also more competition. Understanding the nuances of remote project management will help you stand out in this crowded market.

What Makes Remote Project Management Unique?

Unlike traditional PM roles, working remotely requires:

1. Mastering communication & collaboration tools (Slack, Asana, Trello, Jira)
2. Handling multiple time zones & cultures
3. Proactive leadership & problem-solving from anywhere in the world
4. Asynchronous work adaptability managing projects when team members aren't online at the same time.



Where Most Remote PMs Struggle?

- Finding new clients consistently
- Standing out from competitors
- Pricing services correctly
- Converting leads into paying customers

This book will solve all these problems for you.

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TIPS 2

HOW TO ATTRACT HIGH-PAYING CLIENTS CONSISTENTLY

Define Your Ideal Client

- Are you targeting startups, tech companies, agencies, or corporate teams?
- What specific problems do they face in project management?
- How does your expertise solve their pain points?

Instead of saying “I manage projects remotely,” say:

“I help SaaS startups launch their products 30% faster by streamlining their development process remotely.”

By niching down and positioning yourself as the solution to a specific problem, you become more attractive to the right clients.

Build a Strong Online Presence

Optimize your LinkedIn Profile: Showcase success stories, case studies, and recommendations.



Create a Website or Portfolio: Display client testimonials and your unique process.

Leverage Freelance Platforms: Upwork, Toptal, Fiverr, or create direct outreach campaigns.

Engage in Online Communities: Participate in relevant Facebook, Slack, and LinkedIn groups.

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Use Content Marketing to Attract Leads

- Write LinkedIn posts on project management trends & challenges
- Publish case studies that prove your results
- Offer a free resource (like a checklist) to capture leads

Content marketing builds trust and helps potential clients see you as an expert before they even talk to you.





TIPS 3

HOW TO SELL YOUR SERVICES (WITHOUT FEELING SALESY)

The 4-Step Client Closing Process

- 1.** Start Conversations:
 - Reach out on LinkedIn, engage in PM communities, attend virtual events.
- 2.** Position Yourself as the Expert: Share valuable content and insights before pitching.
- 3.** Offer a Simple Discovery Call: Understand their needs, show past success, offer a tailored solution.
- 4.** Use a No-Pressure Close
 - Guide them to a clear decision without aggressive sales tactics.

Example Pitch

“I’ve worked with multiple SaaS teams to reduce project delays by 40%. Would you like to see how this could work for you?”



Pro Tip: Offer a limited-time bonus (extra consulting hours, customized templates) to create urgency.

The goal is to make potential clients see you as a trusted advisor, not just another service provider.

TIPS 4


HOW TO PRICE AND PACKAGE YOUR SERVICES

3 Pricing Models That Work:

1. Hourly Rate: Great for flexible, short-term work
2. Project-Based Pricing: Best for well-defined deliverables
3. Retainer Model: Creates recurring income and long-term stability

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Value

Price

How to Set Competitive Pricing

- Research what other remote PMs charge.
- Consider your experience, specialization, and the value you bring.
- Test different pricing models to see what works best.

Pro Strategy: Offer “Good, Better, Best” packages to let clients choose based on their needs and budget.

TIPS 5

HOW I CAN HELP YOU IMPLEMENT THIS

You now have the blueprint to attract and close high-value clients, but knowing the steps and implementing them successfully are two different things.



Do you want a clear, customized strategy for your business?



Need help refining your messaging, outreach, or pricing?



Want direct guidance on landing your next high-paying client?

Let's Work Together! I offer personalized coaching & consulting to help remote project managers build their businesses successfully.





Most people read advice but never act on it. Don't let that be you. Your future as a successful remote project manager starts now.

Book a call, and let's take your business to the next level!

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