



HOW TO START A FREELANCE BUSINESS

CHECKLIST

CHECKLIST

Firstly, what are your:

- Skills
- Passions
- Interests
- Hobbies
- Education

What are your lifestyle goals?

- No commute?
- Minimum work hours?
- Work from your bed?

What will your service be?

- Industry?
- Specialization?
- Niche?

Who are your clients?

- Quality
- Retention

Will there be hidden costs?

- Software
- Furniture
- Equipment
- Training

Business plan elements that you need to consider

- Part-time freelance?
 - Or make it a full-time business?
- Why do you want to freelance?
 - Better work-life balance?
 - Be your own boss?
 - Supplement your other income?
- Cost of living
 - Can you freelance straight away?
 - What is your dream income?
 - Can you withstand a pay cut?
 - Desired wage level?

- Research
 - Industry
 - Competition
 - Service
- Creating a brand
- Where will you find clients?

Legalities

- Taxes
- Registration
- Business ownership
- Do research in case there is more!!

Contracts

- Outline terms of service
- Payment requirements and expectations
- Specify your work
- Deadlines

Ethics

- Your reputation is at risk
- Good communication
- Do not steal or plagiarize

Starting work

- Get experience first
- How to get experience?
 - Work for free
 - Make sure you can withstand this financially
 - Do not devalue your work too much
 - Work for less
 - Build up reviews
 - Gives insight into the lifestyle
 - Makes you revalue your final price

Try to find and retain clients

- Should be the main goal of business
- Learn to pitch
- Have a database of possible clients

Where to find freelance work?

- The best tip is to look where your clients are
- Do research on your client
- Do research on industry services
- Profiles
 - Fill out your social media profiles
 - Fill out website profiles completely
- Freelance job finding platforms
 - Upwork
 - Freelancer
 - Fiverr
 - Guru
 - Toptal
 - iFreelance
 - LinkedIn

- Pitching

Ways to advertise your services

- Ads
- Build a portfolio
- Pitching
- Have social media accounts

What is a portfolio?

- Like a resume
- Way to advertise
- Show off who you are

What to put in your portfolio?

- Who you are
- Skills
- Education
- Experience
- Examples of your work
- Contact
- Services
- Packages
- Testimonials

What kind of work examples?

- Completed projects
- Excerpts
- Samples
- Results-driven explanations

What if you do not have any examples?

- Simply: get some
 - Work for a lower wage
 - Do practice projects

Where should a portfolio be?

- Build a website
 - Clear and professional
 - Easy to navigate
 - All the appropriate elements
 - Contact information
- Fill out profiles on websites
 - Freelance website profiles
- Have social media profiles
 - Interact with industry
 - Connect with audience
 - Link to website
 - Share examples of your content
- Just make sure your clients can find it
- Needs to be easily accessible

Value your time

- Work out your pricing
- Do not let clients take advantage
 - Or do extra work for no extra cash
- Price your work fairly

Choose a niche

- More specialized
- Premium price
- Premium clients

Time management

- Be careful of procrastinating
- Too much flexibility?
- Determine definitive working hours
- Best time of day to work
- Organization
 - Lists
 - Calendar
 - Deadlines
 - Subtasks
 - Timers
- What works best for you

Scaling your business

- Move into full-time freelance
- Hire a team
- Subcontract elements
- Outsource
- Hire assistant
- Develop a niche
 - More specific industry
 - Can charge more
 - Specialized service
- Build a brand
- Add new services
- Increase prices
 - Clients pay for quality
 - Comes from skill and experience
- Keep business growing
- Enjoy the freedom of freelance!