



# HOW TO START A FREELANCE BUSINESS

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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!