



HOW TO START A FREELANCE BUSINESS

1. Starting work

1.1. Get experience first

1.1.1. How to get experience?

1.1.1.1. Work for free

1.1.1.1.1. Make sure you can withstand this financially

1.1.1.1.2. Do not devalue your work too much

1.1.1.2. Work for less

1.1.1.2.1. Build up reviews

1.1.1.2.2. Gives insight into the lifestyle

1.1.1.2.3. Makes you revalue your final price

2. Try to find and retain clients

2.1. Should be the main goal of business

2.2. Learn to pitch

2.3. Have a database of possible clients

3. Where to find freelance work?

3.1. The best tip is to look where your clients are

3.2. Do research on your client

3.3. Do research on industry services

3.4. Profiles

3.4.1. Fill out your social media profiles

3.4.2. Fill out website profiles completely

3.5. Freelance job finding platforms

3.5.1. Upwork

3.5.2. Freelancer

3.5.3. Fiverr

3.5.4. Guru

3.5.5. Toptal

3.5.6. Freelance

3.5.7. LinkedIn

3.6. Pitching

4. Ways to advertise your services

4.1. Ads

4.2. Build a portfolio

4.3. Pitching

4.4. Have social media accounts

5. What is a portfolio?

5.1. Like a resume

5.2. Way to advertise

5.3. Show off who you are

5.4. Clients use them to decide whether to hire you

6. What to put in your portfolio?

6.1. Who you are

6.2. Skills

6.3. Education

6.4. Experience

6.5. Examples of your work

6.6. Contact

6.7. Services

6.8. Packages

6.9. Testimonials

7. What kind of work examples?

7.1. Completed projects

7.2. Excerpts

7.3. Samples

7.4. Results-driven explanations

8. Where should a portfolio be?

8.1. Build a website

8.1.1. Clear and professional

8.1.2. Easy to navigate

8.1.3. All the appropriate elements

8.1.4. Contact information

8.2. Fill out profiles on websites

8.2.1. Freelance website profiles

8.3. Have social media profiles

8.3.1. Interact with industry

8.3.2. Connect with audience

8.3.3. Link to website

8.3.4. Share examples of your content

8.4. Just make sure your clients can find it

8.5. Needs to be easily accessible

9. What if you do not have any examples?

9.1. Simply: get some

9.1.1. Work for a lower wage

9.1.2. Do practice projects

10. Scaling your business

10.1. Move into full-time freelance

10.2. Hire a team

10.3. Subcontract elements

10.4. Outsource

10.5. Hire assistant

10.6. Develop a niche

10.6.1. More specific industry

10.6.2. Can charge more

10.6.3. Specialized service

10.7. Build a brand

10.8. Add new services

10.9. Increase prices

10.9.1. Clients pay for quality

10.9.2. Comes from skill and experience

10.10. Keep business growing

11. Time management

11.1. Be careful of procrastinating

11.2. Too much flexibility?

11.3. Determine definitive working hours

11.4. Best time of day to work

11.5. Organization

11.5.1. Lists

11.5.2. Calendar

11.5.3. Deadlines

11.5.4. Subtasks

11.5.5. Timers

11.6. What works best for you

12. Choose a niche

12.1. More specialized

12.2. Premium price

12.3. Premium clients

13. Value your time

13.1. Work out your pricing

13.2. Do not let clients take advantage

13.3. Price your work fairly

13.4. Based on skills and experience

14. Ethics

14.1. Your reputation is at risk

14.2. Good communication

14.3. Do not steal or plagiarize

15. Contracts

15.1. Outline terms of service

15.2. Payment requirements and expectations

15.3. Specify your work

15.4. Deadlines

16. Legalities

16.1. Taxes

16.2. Registration

16.3. Business ownership

16.4. Do research in case there is more!!

17. Will there be hidden costs?

17.1. Software

17.2. Furniture

17.3. Equipment

17.4. Training

18. Business plan elements that you need to consider

18.1. Part-time freelance?

18.1.1. Or make it a full-time business?

18.2. Why do you want to freelance?

18.2.1. Better work-life balance?

18.2.2. Be your own boss?

18.2.3. Supplement your other income?

18.3. Cost of living

18.3.1. Can you freelance straight away?

18.3.2. What is your dream income?

18.3.3. Can you withstand a pay cut?

18.3.4. Desired wage level?

18.4. Research

18.4.1. Industry

18.4.2. Competition

18.4.3. Service

18.5. Creating a brand

18.6. Where will you find clients?

19. Who are your clients?

19.1. Quality

19.2. Retention

20. What will your service be?

20.1. Industry?

20.2. Specialization?

20.3. Niche?

21. What are your lifestyle goals?

21.1. No commute?

21.2. Minimum work hours?

21.3. Work from your bed?

22. Firstly, what are your?

22.1. Skills

22.2. Passions

22.3. Interests

22.4. Hobbies

22.5. Education