



# Freelancing

## Selling Your Time for Income

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# Introduction

Decades ago, freelancing meant going to a friend's or uncle's shop to work extra hours, after you have logged out of your day job. It could also mean having to babysit neighborhood kids during the weekends, as their parents go on date nights or do errands.

Today, the Internet has provided a platform that enables you to work extra hours from home. Yes, the regular 9 to 5 job indeed presents its own set of pros and cons. It is limiting in terms of space and hours. You must be at the office during those hours. The salary is also limited unless your benefits include commissions and overtime pay. However, there is a sureness about it: the salary will be there for sure, and you can relax after your shift. If you are the manager or someone with extra responsibilities, this may not be the case, but your salary may reflect the additional compensation.

So, why do people still lean towards freelancing? The industry has even created a term for itself: the gig economy.

Freelancing presents a lot of freedom. It enables the freelancer to work whenever, wherever. This flexibility allows him the freedom to respond to other responsibilities he may have at home and elsewhere. It also presents a lot of uncertainty, as the fledgling freelancer finds himself navigating the often intricate world of freelancing. Sutherland et al. had in their journal article, "Work Precarity and Gig Literacies in Online Freelancing," had narrated some of the other issues that may arise in such a setup. They believe that freelancing is challenging to navigate for some because it does not come with the support that you usually get from officemates; it also does not come with the comfort of a regular job.

Selling your time as a freelancer equates to being free, yes, but it ultimately better serves those who have the extra drive and sense of autonomy. Many others will find themselves floating aimlessly in the gig economy virtual world. So, if you want to fully assimilate yourself into this world, you need some help. This book hopes to provide you with such assistance.



So, how do you exactly sell your time for an income, effectively and safely? How much do you value your time? Some people dive into freelancing headfirst because they do not have a choice. So, they give hesitant nods to so-called peanut-priced projects. What they fail to understand is that by doing this, they have started to establish that they do not mind selling their time for a few cents.

### **This little freelancing book hopes to assist the new freelancer in:**

- Creating a freelancer persona
- Finding clients online
- Utilizing LinkedIn and other social media
- Establishing a reasonable rate
- Earning more money with less effort
- Learning from your mistakes

If you ready to start selling chunks of your time online, then read on.





# Chapter 1

# Freelancer Persona





It is easy to get carried away when you are online. You are offering services to people who have not met you in person. You also discover that many of them do not really care what resume you present to them; they are more interested in the skill that you can offer. So, even if you have sent them a long list of achievements, they will still ask you for a sample.

Some freelancers do not dive in quite so blindly. They have their resumes and online portfolios polished and ready to be shared. The portfolios come with samples, while offline samples can also be made available when requested.

It is as early as this point that the freelancer should start pondering about how he can zero in on a persona. After all, some law students have done programming for clients on a freelance basis. Engineers have written science articles for online journals. While your academic background provides most employers and clients with an idea as to what you can bring to the table, it does not prevent you from starting a completely new persona online.

## **What do you really want to offer in your free time?**





It does not matter if you have a regular job or have decided to go freelance full-time for whatever reason (too many responsibilities, childcare, elderly care, unemployment, and more), you have to establish a freelancer persona.

Some prefer being general. For example, Stacey may go online and introduce herself as a writer. She does not want to specify because she wants to get awarded as many jobs as possible.

## **This may be alright.**

By doing this, however, she is pitting herself against a larger group of online freelancers online. Whereas, if she had specified what she could do, she would only be competing with a smaller group.

## **Why do you need to be specific about your freelance role?**



So, Stacey wanted to work as a freelance writer.

We need more information about her as a writer so that we can help her create a more compelling freelancing persona.

If Stacey were a communications graduate, then she could probably say that she specializes in marketing and communications content, and the like.

Similarly, if Stacey were a medical student trying to get some extra money for her school fees, then she could present herself as a medical article writer.

Either way, Stacey should have a portfolio of related work that she had written, either as a paid writer or as a student. She should establish the type of work that she is capable of. This way, the client cannot say that he was expecting something different. Stacey should just have to deliver by being consistent with the samples that have gotten her hired in the first place.





## What about Leroy, who wants to work as a freelance artist?

The word artist is inclusive. So, he must think of how he wants to present himself, or else he may get random requests that are beyond his range of expertise.

So, if Leroy is a visual artist, he should present himself as such. He should have a portfolio of work that he could easily show to his potential clients. There are multitudes of talented visual artists out there, but each artist cannot please everyone. Clients often look for a particular style: cartoony, realistic, abstract, industrial, and more.

Even as a visual artist, Leroy has to further categorize himself. What kind of visual artist is he?

## What does he offer?

Leroy could be a children's book illustrator who uses traditional tools, such as paint. He could be an industrial artist who designs product packaging for companies.

This must be specified and highlighted so that he can target the right clients.

How else can you be more specific about your services?

Not only should you establish a freelancing persona, but you should also specify what services you can offer.

So, if you are a medical-oriented writer, what are you willing to do?

## Here are some possibilities:

E-books on health and other medical issues (fairly generic, given that you are still a medical student and not a doctor)

- Medical blogs
- Medical brochures
- Medical transcription
- Articles on a specific health topic or subtopic



You may decide to offer all of the above or to stick to one type of content that you can specialize in or that you are comfortable with. If you have the skill for the services that you are offering, then there is a bigger chance that it will take you less time to complete them.

If you are, instead, a children's book illustrator, what are you willing to deliver?

### **Here are some possibilities:**

- ✓ Posters targeted to children
- ✓ Classroom charts
- ✓ Children's book illustrations
- ✓ Character design

### **Here are some possibilities:**

- ✓ Pencils on paper
- ✓ Ink on paper
- ✓ Traditional paint
- ✓ Digital painting
- ✓ And more!



Again, just like with the writing, you can specialize by sticking to one format, or you can offer as many products and services under the same niche. Specify your medium so that you can target the right kinds of clients.

Freelancer personas are not limited to writers and visual artists. You also need to highlight strengths if you are a programmer, web developer, virtual assistant, and more. Yes, the freelancing world is populated by a wide range of talents. These talents need to be connected to the right clients and employers.



# Is freelancing for you?



Before you get busy preparing your online persona, you must think about whether your specialty is suitable for freelancing in the first place.

Here are some of the most in-demand skills that you can learn in school or on your own:

- ✓ Blog writing: website optimization, promotion, reviews, etc.
- ✓ Proofreading/editing
- ✓ Copywriting
- ✓ Programming/coding
- ✓ Graphic design: logos, web design, template design
- ✓ Photography: prints, specialty photos
- ✓ Visual artist/post-production artist: 3D artist, video editor
- ✓ ESL teacher

If your specialty cannot be found above, ask yourself: is it the sort of job that I can do remotely? Is it a job that I can do independently via my computer?



**Now, let us be realistic: how do you survive as a freelancer?**

## Is it doable?

### ✓ You must invest in freelancing

To jumpstart a successful career in freelancing, you need to invest in a few things: laptop/desktop, phone, and Internet connection are just the equipment end of things. You also need to invest in a related education/training, capital, and web presence. Your web presence can be in the form of a website and relevant activity on social media.

### ✓ You must pit your monthly budget against your possible income

The practical side of freelancing should be explored early on. How much do you need every month? Will freelancing cover all your expenses, or do you need to juggle freelancing with a full-time job? Make sure that you set realistic goals, such as not including the weekends in your computation. You must have established a daily or hourly rate at this point. The latter may be the better option if you have not established yourself online yet.

### ✓ You must advertise your services

Find ways to get the word out to see where you can get hired. Initial difficulties are understandable. However, a month or so of not getting any callbacks or emails means you should analyze your current situation.

### ✓ You must be able to handle strange working hours

Just as it is possible to have days that you have nothing much to do, there will be packed days wherein you have to sacrifice your sleep for work. If your client is in a different country, then there may be days and nights that you have to flip your timetable to accommodate him.



## ✓ **You must diversify your sources of income**

Let us face it: freelancing – no matter how high or low you get paid – can be a lot of work. You have to be constantly working to earn. After all, you are selling your time – your precious free time – by performing tasks your client requires you to do.

Since you are already online, you can utilize e-commerce options to allow you to earn money even when you are not active. Your website can host ads or be affiliated with Amazon. Artists can also prepare visuals that can be sold as prints or wallpaper.

For those who can handle juggling freelancing with a full-time job, it is going to be tough. It is up to you if you want to continue this work-packed lifestyle.



## ✔ **You must prepare yourself for the unexpected**

The world of freelancing is ever-changing. Unless you have found regular clients who are committed to taking you on for months or even years, you don't know when you will get your next major project.

So, when you have several offers, accept them and save money on the side. The accumulated cash will make up your emergency fund. This way, when you have no projects, you can take a mental break without worrying about food and bills.

You also have to think about how payouts will not always be on time. Either your client is still going through your work, or he sent you the money, but the bank transfer, PayPal, or whatever method used is experiencing delays. PayPal keeps payments for two weeks as a safety net for the paying clients.



The flexibility and freedom of freelancing come with uncertainty. If you are willing to face such uncertainty head-on, you should be able to handle freelancing. With hard work, perseverance, and careful strategizing and saving, freelancing can be very rewarding. When done right, at reasonable rates, you can have your freedom and an ample income in one.



# Chapter 2

# Finding and connecting with clients





**So, now you have decided to work as a freelancer online. The next step is to find clients and connect with them.**

There is no stopping you from dreaming high. After all, you are going to sacrifice your time for a fee. Why not pick clients that can pay you fairly? This way, the extra time that you are setting aside to work is worth giving up. If you are doing freelancing on the side, the more that you should use your time wisely. Wouldn't it be better to just rest and revive yourself for another day of work instead of selling your time for peanuts?



## **Here are some of the first steps that you may follow:**

- ✓ Scour through lists of best companies in the world to see if any of them is hiring part-time or remote workers. You can easily find reviews about how they are as employers.
- ✓ Let your target companies find you by establishing a well-put-together LinkedIn account, complete with relevant resume and online portfolio links.
- ✓ Network with people who can introduce you to potential clients. Sometimes, these are people who have already started freelancing way before you. They may have already gained experience and contacts.





**If you are lucky enough to come up with a long list of potential clients or employees, then you can categorize them according to priority. You can base that priority on the following:**

- ✓ **Reputation:** You may want to work with companies that are reputable and well-known. They can be labeled as high-priority.
- ✓ **Responsiveness:** Some may have already sent you an offer after you have contacted them. Of course, whether you prioritize these companies is up to you. You contacted them. So, they may present some benefits that you have recognized.
- ✓ **Rate:** it would be no surprise if you prioritize potential clients that could pay you at a higher rate.

**While you have a list of options, you also have to consider yourself as an option, because you are – in the eyes of your potential clients or employers. What if you have to look in the mind of a potential client? Would they hire you?**

If you are a newcomer in the world of freelancing, then you don't have a choice but to start by establishing a reputation. You have to take in smaller jobs, as long as they are reasonably priced. Find out if you can include your work in your portfolio. You may also want to build your portfolio by completing personal projects that can be displayed on your website. This way, you have something practical and tangible to show before you gain working experience online.

For those who have gained some experience freelancing, you can be more selective with your projects. Start targeting the companies that you really want to work for. While freelancing is inherently a great option because of its flexibility, you cannot remain in the lowly paid zone. Recognize your worth. If you have gained skill, experience, and reputation, why sell yourself short?



# How do you set your rates?

## How do you think your work is worth?

First, conduct extensive research on how much the rate is per hour, per word, per page, etc. for a freelancer of your caliber. For example, you are a photographer who used to be employed as a regular in a company, say a wedding photo services. You decided to go on your own after ten years. So, you are an experienced photographer that specializes in weddings. Based on the latest statistics, this means that you can charge an average of 2000 USD per wedding. The average fee also varies according to the area you are going to be working in. New York and California rates tend to be higher than average. You can charge for additional services, such as editing and photo prints.

Second, how do you want to charge? If you are planning to have a more flexible schedule, with a date in mind, you can charge per word or page as a writer or visual artist. If, however, you want to work on the projects right away and know that your pace is reasonable and competitive, you may engage your clients in a per-hour basis payment scheme. The advantage here is that you can set your working hours just as if you were in an office. You can also increase your hourly rates when you establish yourself as a skilled and in-demand freelancer.



Third, how would you value your work? Yes, two illustrators can both finish the job in two hours, for example. One, however, has been trained in one of the most excellent art schools in the country. He may have won some awards, as well. The other one is educated in an art school and is mostly a raw talent. Both may deliver well-executed illustrations, but the first artist will more likely be able to charge his clients at a higher rate without the client complaining. After all, he is dealing with an established talent who can say no to him at any time.





## Chapter 3

# Build a Professional or Portfolio Website





Just because you are planning to work remotely does not mean you cannot have a headquarters. Your professional website should be your online headquarters.

Freelancers are usually members of LinkedIn, Freelancer.com, Upwork, and other freelancing sites. You are likely a member of at least one of these sites, too. However, you should still invest in a professional or portfolio website.



When we say professional here, it does not mean to say that you have to hire a professional to build it. You can find some easy-to-use templates that will make it easy for you to put together a website. If you are a web developer by profession, then it may be your chance to highlight your skills. Add features that you are hoping to introduce to your clients' websites. With your website as a sample, your potential clients will see just what you can offer. Even though this may be the case, you can also provide variations in themes, styles, and layouts on one of the pages. If you can make them selectable, then do so. This will nicely pair up with an online ordering system.

No matter what your profession is, your website should include background information about you, your updated resume, and your portfolio items.



## How do you make your website client-focused?

Even though your website is supposed to be about you and your capabilities, you still have to make it client-focused.

Why should this be the case? A website should be user-friendly, taking on the point of view of the visitor. It should provide an incredible customer experience that will convince potential clients or employers to hire you.

### So, what does it take to impress?

To be taken seriously online, companies have to hire web developers, designers, animators, and more to get an engaging experience through their website. The content should have no typos. It should be professional and, at the same time, easily comprehensible.



**You, as a freelancer, do not have the same budget as these companies. However, you can still come up with a compelling website if you follow these rules:**

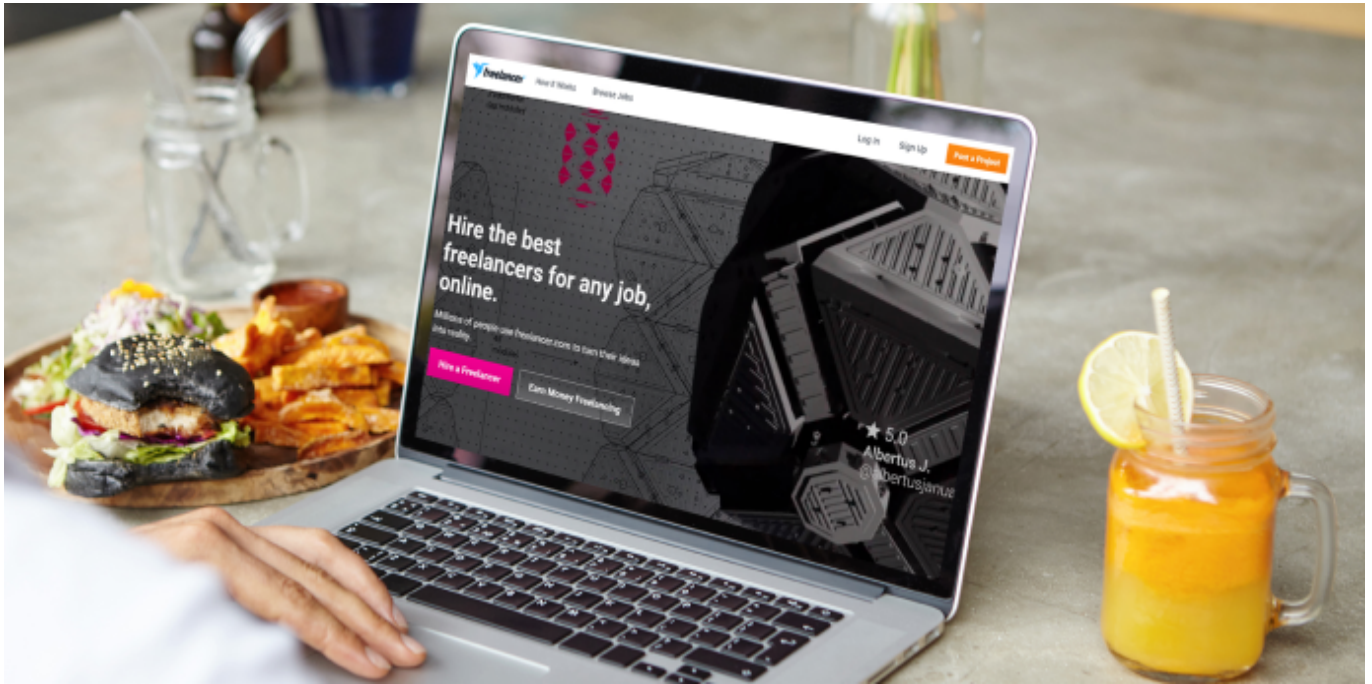
- ✔ The design and layout should be clean and clear. This way, your potential clients can find pertinent information right away.
- ✔ Focus on what you can offer the client and put them into words or possibly even through infographics, which can drive in the information faster and with vibrant colors.
- ✔ Add your resume and your portfolio of samples. Make sure that they have been updated and that they highlight your strengths clearly.
- ✔ Include your contact information, usually your email address. Make it easy for your potential clients to contact you by providing a link or a form in which they can type in their query. The query will be sent automatically to your email inbox. It is up to you if you want to add your mobile number.

**What you have done above, by providing information and samples about your services, is presell to your clients. With your website, your potential clients already know what products and services you can actually provide them. Here is a more definite list of what the site can do for you:**

- ✔ It presells your products and services.
- ✔ It prequalifies your clients. Those who contact you are intent in hiring you because they are aware of what you are capable of.
- ✔ It presents you as a professional who is serious about your work.
- ✔ It does the advertising for you. You don't have to say so much about yourself. Your portfolio should show what you can do.
- ✔ It can help you get more referrals as people get more familiar with what you can do. They know how to make a pitch for you.



# What are the parts of a typical freelancing website?



## ✓ Home

This is the main landing page of your website. It should be compelling enough for your potential clients to want to explore the rest of the pages. The homepage should include a link to the other pages and should convey how the site is structured.

## ✓ About

The About section should quickly summarize what the page is for. You may want to provide a short description of your freelancing background.

## ✓ Services (text content)

List the services that you offer. They should be clear and short. If you want to give an approximate of your rates, this may be the page to do that.





### ✓ **Portfolio**

The portfolio requires a minimum number of words. This is where you add files or screenshots of what you can do. Imagine you are a potential client. How would you want to see the samples displayed? What will make you want to hire a freelancer based on their portfolio? So, set up your works, chronologically if you like, so that you can show how your works have developed or progressed through the years.

### ✓ **Testimonials (if available)**

If you are not new to your field, you may want to put in some testimonials from past clients. These testimonials will be more believable if they are in the form of video or screenshots from comments and emails that they have left for you. You can expand this section as you gain more experience.

### ✓ **Contact Details**

Of course, the website will not work unless you have a call to action. Your call to action may be in the form of your contact details. Possible contact details that you can include are your email address, mobile number, appropriate social media sites, and links to freelancing sites that you belong to.

**The above should be enough to satisfy a potential client's quest for information. Sometimes, though, you may encounter some problems.**

- ✓ What if you don't have any samples to show? You are new to the freelance world or may have just graduated.
- ✓ What if you have several completed freelancing projects, but they are proprietary?
- ✓ What if you have several completed freelancing projects, but they are proprietary?



Sometimes, gathering material for your professional website can be a problem. If you are new, it seems that you cannot include much except promises, unless you have a treasure trove of personal projects. School projects may also work for those who have just freshly graduated. Maybe you even have a copy of your internship work.

Even when you have been in the freelancing business, sometimes, you don't have the rights to share the work that you have completed. This is especially true if you are a ghostwriter with no byline rights. This is also true for artists that may have employed as part of a team. It is sometimes difficult to share the sample without going into the details of what you actually did. Perhaps you even have to write to people to get their permission. If permissions are not within the realms of possibility, then it is best to showcase personal projects. You may describe some of the past works that you have done without mentioning the company and brand names.





# How do you make your website more searchable?

While your website will be used mostly as a landing page, a place to direct your clients when they want to know more about you, it is still recommended that you optimize your page for searching.



**If you don't want to hire anyone to conduct SEO optimization for you, there are a few simple steps that can help you get started:**

- ✓ Write a title for each page that makes use of possible keywords potential clients will use to find you. (e.g., freelancing, freelancer, medical writer, children's book illustrator, etc.)
- ✓ Use keywords and key phrases in your blogs and other website content
- ✓ Make sure your articles are well-written
- ✓ Ensure that your pages load quickly. So, don't overstuff it with data that could simply be combined with others.

By creating a website that scores well according to search engines, you just may attract more clients beyond the networks that you are aware of.



# Chapter 4

## Using Social Media to Market Yourself

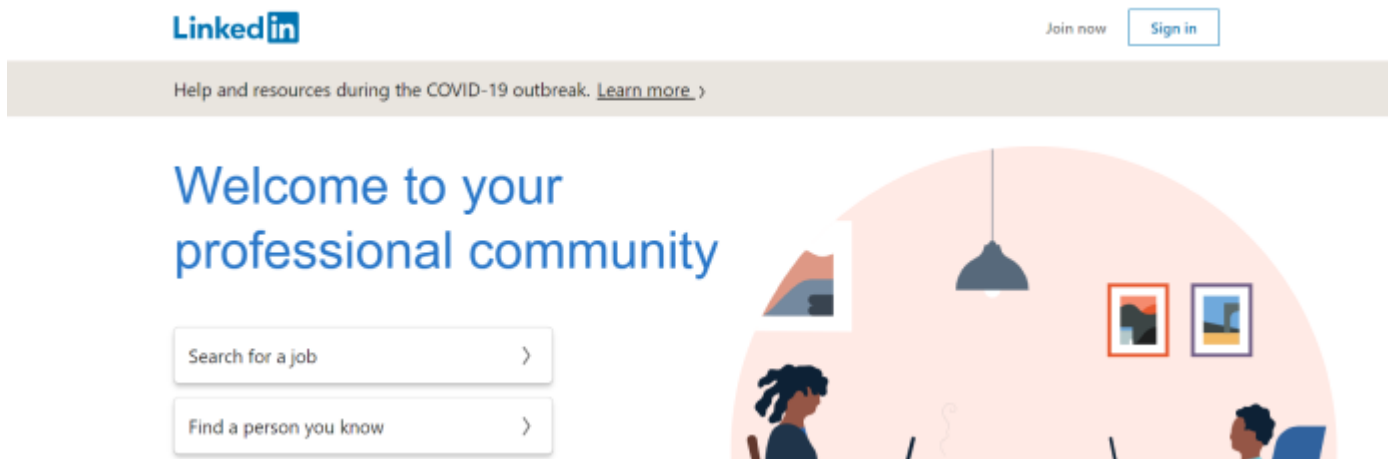


**We have mentioned LinkedIn early in the book. However, it is not the only social media network that you can use to find clients or get introduced into the freelancing market.**



# LinkedIn

LinkedIn is a site focused on building your professional network. So, it is the most suitable among the social media networks to use for freelance networking.

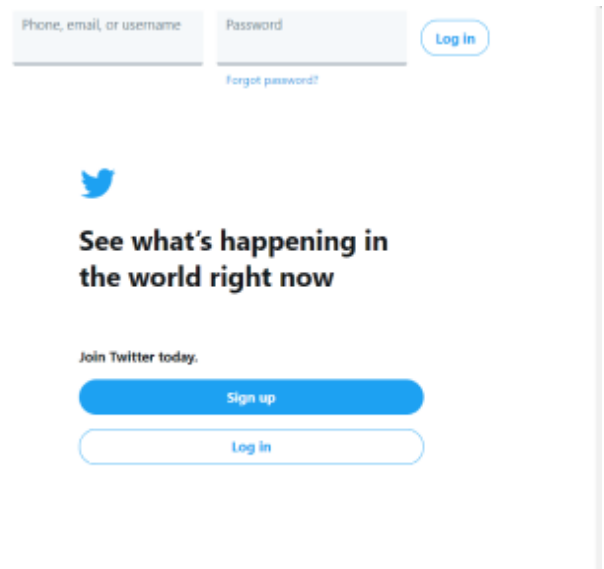
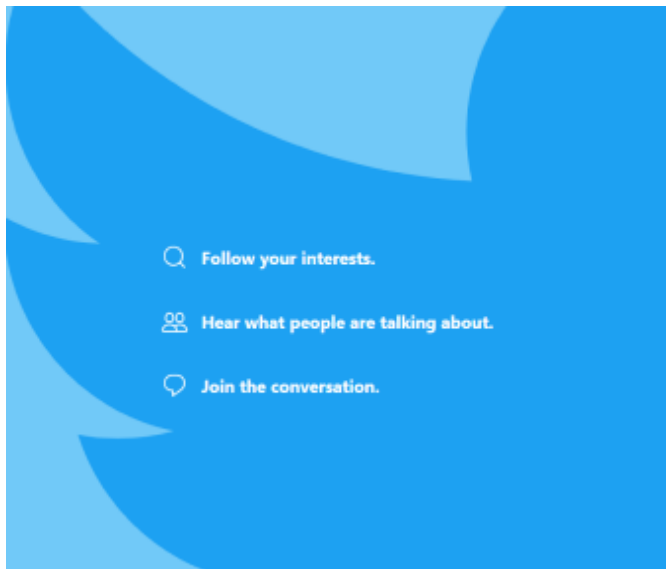


## Advantages:

- ✓ You can add a header that identifies your niche and specialization, either as a freelancer or a full-time employee.
- ✓ You don't have to keep on posting to remain relevant. However, a periodic blog post should keep people aware that you are part of the network.
- ✓ It widens your professional network. So, while it may not connect you to recruiters right away, it can link you to people who can introduce you to recruiters.
- ✓ It allows you to join groups that include like-minded freelancers and possible recruiters.

## Disadvantages:

- ✓ Because LinkedIn does not demand time to use, the companies that you are targeting may not even be logged in most of the time.
- ✓ Some recruiters will lurk around to check profiles. With so many profiles on LinkedIn, you need to highlight your strengths further.



# Twitter

This social media site may surprise you for making this list. However, Twitter does have its advantages. It lets you write your status in a few words. If you are selling your time as a writer, then this may be a means for you to showcase how precise you are with expressing yourself.

Twitter seems to have become a source of segmented jokes and stories, but people use it generally to express opinions. The opinion should be sharp, direct, and quick. In this format, it is highly digestible.

## Advantages:

- ✓ You can use Twitter to get a quick update on the companies that you are following.
- ✓ It can be used to build a network.
- ✓ You can use it to establish your ability to write precise sentences.

## Disadvantages:

- ✓ It is highly unlikely that you will get hired via Twitter.
- ✓ Twitter can be highly populated by tweets from around your area.



# Facebook

Of course, you should not forget ubiquitous Facebook. According to 2020 statistics, more than 80 million small businesses have taken their business to Facebook. In the United States alone, almost 70% of adults use Facebook. So, the social platform looks like the best place to reach more people.

As a Freelancer, you can also start your own business page. Yes, you should still prepare a website as advised in the previous chapter, but a Facebook page should be a great landing place and portfolio if you plan to target more people.

## Advantages:

- ✓ Facebook has a broad reach
- ✓ It allows you to be part of like-minded freelancers by joining groups.
- ✓ You can create a paid ad about your services and target your desired demographics all on the social media site.
- ✓ You can create a free business page that can provide samples of your blogs. This site can also have links to the

## Disadvantages:

- ✓ You need to follow a disciplined separation of your business and personal life to make it work.
- ✓ Facebook may provide you opportunities with smaller business clients, rather than top-tier companies.



While there may be disadvantages for each, these social networks help you get your name out there.

# facebook

Facebook helps you connect and share with the people in your life.

**Log In**

[Forgotten account?](#)

**Create New Account**

**Create a Page** for a celebrity, band or business.





# Chapter 5

## How to Survive Freelancing

**First, you must have the right attitude**





While it is true that you have to rely on networks, other people, and your online persona, you also need the right attitude to be successful at freelancing.

Freelancing is challenging at first because your setup is flexible, from your schedule to your “office” space

**Here are some attitudes that you must maintain throughout the job searching phase and actual work:**

✓ **Passion for the job:**

To be successful, a freelancer should be passionate about his job and the skills that he is putting forward. This passion will be the driving force because otherwise, he will feel as if he is trudging through life without any tangible support system. It is also this passion that will drive a freelancer to go beyond the immediate call of duty, working on weekends and late nights.

✓ **Independent problem solver:**

Since you will be working on your own, you should be able to solve problems independently. What does this mean? This means that you must be able to analyze your issues first and see what you can do to remedy them. You have to do this before consulting or clarifying with your client and employer.

✓ **Prioritizes clients:**

You will meet different types of clients. Some are easy to get along with, and some can be very difficult. No matter what the case may be, you must learn to prioritize your clients within the realms of possibility. If the task is reasonable, then work on it as best as you can. Devote time to achieving the goal according to your client’s POV.



✓ **Well-disciplined:**

Freelancing is not one of those magical offers that you get online. No, you are not going to earn \$10000 daily or even monthly, especially on your first try. If ever you have managed to make four-digits monthly, then you know that it was thanks to your hard work. Because you have no supervisor at home, you have to make that happen by creating a specific timetable.

✓ **Backed with years of experience:**

As time goes by, you will find work a little easier. Experience helps you anticipate results from scenarios that are similar to what you have experienced before. It also provides you with mental stamina that gets you going every day.

✓ **Communicates well:**

Communication here does not merely refer to those who are in the communication or writing industry. This also applies to being able to express what you want, what you expect, and what you are having problems with for a particular project. You should also be able to state your suggestions clearly if you do not agree with the client's plans. Do this as respectfully as possible.





✓ **Creative:**

Freelancing can entail doing similar jobs over and over again. It can get tiresome. So, you should always have something fresh to offer each client. For example, you should not get by with just one web design template. You have to work according to your client's specifics. Of course, if it is a peanuts project, let the best that you can do be clear to your client.

✓ **Continuously improves:**

Concerning the previous point, a successful freelancer is someone who is creative and is always pushing himself to do better. You must update your skills regularly, earn new certifications, get a higher education, or whatever else it is that you feel can give you a better standing in the freelancing world.

✓ **Positive Attitude:**

A "woe is me" attitude will not help. Stay positive. You know that you are on to whatever stressful task that you have. When you believe you can accomplish something, the task becomes a little easier. Conversely, when you think you are in dire straits, everything feels a lot challenging.

✓ **Flexible:**

You should be ready for the unexpected. A change of plans can be irritating, yes, but you should try to get yourself together and try to make the best of the new situation. For example, a client decides to give you a different task but apologizes profusely and offers a small incentive. Think: it is not that bad. Yes, your mind had already been set on doing one thing, but you have it better. Some people do not get an apology, nor do they get anything extra for changes that are not their fault.



## Second, you must follow up

If you think that you can be completely silent as a freelancer, you are wrong. You must be able to follow up. If you want the job, then go for it. You may fail, but at least you know if you would not get the job even if you tried. Here are some of the ways you can do that.



### **Conduct targeted followup**

Email or message the client(s) that you have contacted a week ago or so. Find out if they are still interested in hiring you. Since this is a targeted or customized followup, explain how your skills can provide them with what they need. Say how you plan to help them

### **Generic followup**

o If you want to followup with several potential clients at a time, you can post or email content updates on new services that you are offering, for example. You may not directly say “hire me,” but your content should be explicit about any changes in your interests and skills. It should also highlight your primary services.

**Send either of the above followups to potential new clients, as well as old, inactive ones.**



# Third, you must learn from your mistakes

As you become more experienced, you will commit some mistakes. Some will be minor and some major. No matter what the case may be, you should be ready to get up and dust yourself up so that you can try again.

## ✓ **Not specializing**

It is easy to get excited about getting work right away. So, you work on the same old thing for years and realize that you have limited yourself to being the general go-to freelancer. You have become generic. Clients start shifting to specialized freelancers who have established themselves as experts. Meanwhile, you remain a Jack or Jill of all trades, master of none.

## ✓ **Absence of strategic networking**

Sticking to the same clients is fine – it is a sign of loyalty on both sides. What if, however, these clients no longer have any job for you to do in the future? It is best to continue to create connections via networking.

## ✓ **Not following up**

This point is related to the previous point. Not following up is a sign of giving up too quickly. You have confirmed to yourself that you did not get that job – then so be it. Potential clients can be busy business owners. They may have been genuinely interested in you, but other commitments had occupied them.

## ✓ **Settling**

If you have been working as a freelancer for years and you are still settling for peanuts, then something is wrong. Grow. Be confident. Arm yourself with education and training. Certify yourself. Even without those, years of successfully providing completed projects to clients should be enough testimony that you can go to the next level.



# Conclusion

So, you're here. This book has been brief and to the point. Some parts may require you to put in your specific details. However, this should help you obtain quick tips whenever you need them. After all, you plan to launch or have already begun your freelancing career.

It is going to be challenging. For those who are shifting from full-time work to freelance, it is also going to be a completely different scenario. Perseverance, continuous honing of your skills, and strategizing will provide you with freelancing success along with the freedom that it can afford. Freelancing work, especially the kind that may be done at home, may just be the answer to not just crazy traffic but also to days affected by a worldwide pandemic. It also connects you to a world of opportunities. Know how you can grab these opportunities effectively.

A secure and flexible future with a proper work-life balance awaits you. For now, though, focus on selling your time for a fee. You can do it!





# Thank You



**We Welcome Your Feedback.**

Feel free to get in touch with us for any feedback or question.

