

Start Your Own Freelance Business

Gain the Freedom & Flexibility of Being Your Own Boss



Course Book

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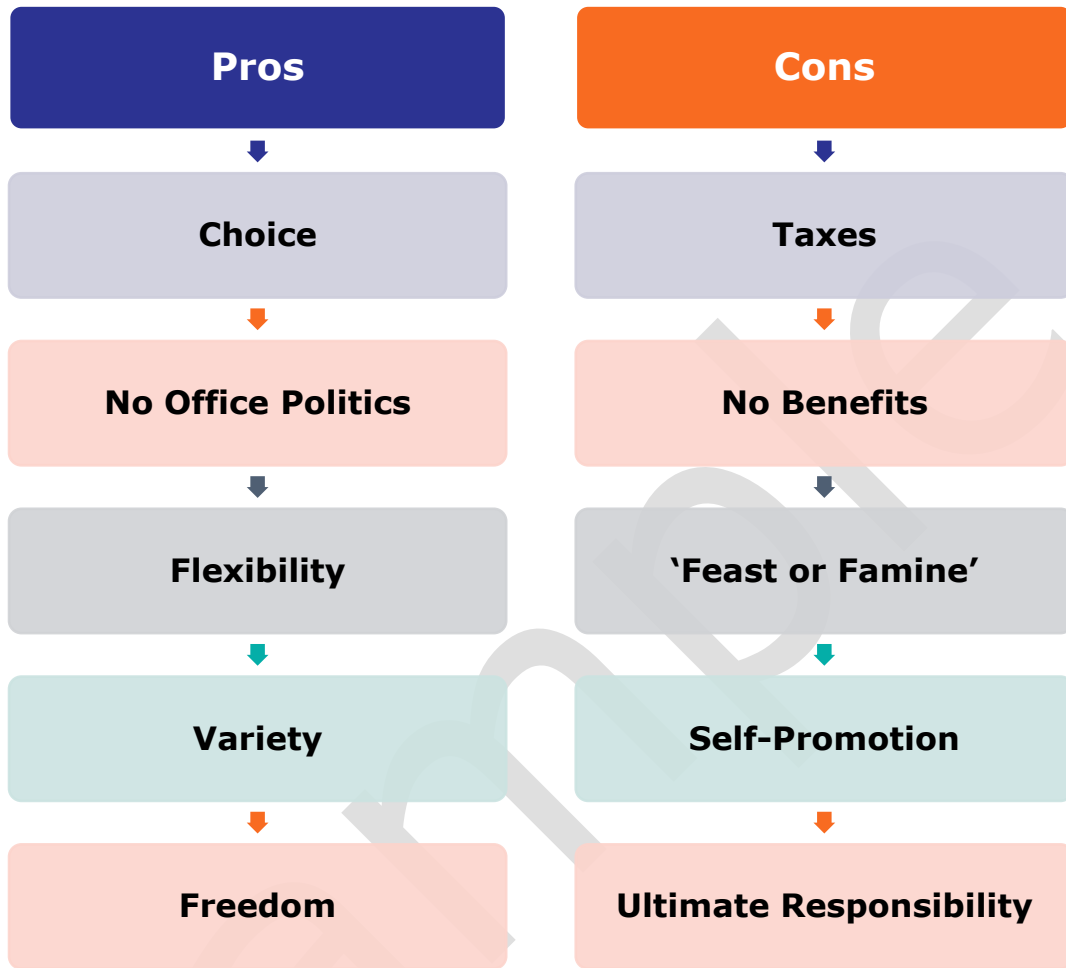
Introduction

Becoming a freelancer is one of the easiest and fastest ways to start your own business. It's simple, devoid of time-consuming managerial duties, and can even be done on the side with as little or as much time commitment as you want. That's because a freelance business typically consists of one employee. You, the freelancer, are the product and provide the service. A freelancer offers unique skills and talents to individuals or companies in return for a fee, usually at an hourly, daily, or per-project rate. In addition, as a freelancer, you will usually work for multiple clients at a time.

This differs from a small business, where entrepreneurs will outsource production as soon as finances allow. For example, a designer who launches a boutique ad agency will initially do much of the creative work themselves, but once they have consistent work, will hire designers and copywriters, shifting their focus to 'big picture' creative concept development, marketing, and securing new clients. Small business owners and entrepreneurs shift to the CEO role as soon as possible.

Freelancers are just as professional as any business owner and they need to possess a CEO mindset, but they will continue to produce the bulk of the product themselves.

The Freelance Life: Pros and Cons



Pros

Freelancers Choose Who They Work With

Once established, you will have the freedom to choose who you want to work with – and who you don't. You will also have the ability to work on projects that are meaningful and turn down ones that conflict with your values.

No Office Politics

You don't have to deal with the distractions that come with full-time employment, including irrelevant meetings, workplace training or teambuilding exercises, office politics, or lunchroom small talk.

Flexibility

Once established, freelancers can work as much or as little as they want (within reason). So, if you want to reduce hours during the summer, you can. Or, if you prefer hitting the gym in the morning and tackling projects later in the day, you set your daily schedule. You can work from a coffee shop if you need a change of scene or take a nap if you feel drained.

Variety

Freelancers get to work with different clients, in different sectors and industries, on different projects. This is great for people who like variety, and it also gives them a wide range of valuable experience. You will build your portfolio quickly and demonstrate different capabilities versus working for one company on the same kinds of projects, year in and year out.

Freedom

Freelancing allows you to escape the cubicle life. No more filling a seat for a set number of hours, regardless of whether you've completed all of your tasks for the day. A full-time job provides some security, but the trade-offs are huge.

So far, freelancing sounds exciting and liberating. And it is. But with freedom comes responsibility. When you have a full-time job, a lot of practicalities

are taken care of for you: taxes are automatically deducted from your paycheck, you often receive health benefits/insurance, your schedule is pre-determined, and project responsibilities are clearly defined. When you are a freelancer, you are responsible for all of this and more.

Cons

Taxes

When you are a full-time employee, your employer deducts taxes from your paycheck based on your annual salary. Unless you have worked overtime or received bonuses, your tax bill at the end of the year will be manageable and the final total shouldn't be a complete surprise. When you are a freelancer, you are responsible for calculating and paying your income tax. And, depending on where you live and your income bracket, you may be responsible for collecting state/provincial/federal tax from your clients.

No Benefits

When you work for a company full-time, you often receive insurance and additional benefits. Freelancers are responsible for finding and paying for their own insurance and healthcare.

'Feast or Famine'

Freelance work can be unpredictable. One month you have too much on your plate and find yourself pulling all-nighters, and the next, your clients go silent. This can be stressful, especially if you don't budget for the quiet times.

Self-Promotion

When you are a freelancer, you need to consistently scan the horizon, looking for prospects and future clients. You also need to get comfortable with selling yourself.

Ultimate Responsibility

As a freelancer, you are ultimately responsible for your entire business: finding clients and managing them, overseeing your schedule and workload, billing and collecting payments, and more. You also need to purchase relevant software, develop your own marketing, and track payment and expenses.

The cons are real, but almost all can all be managed. With responsibility comes a feeling of achievement and independence. And for most people, the trade-offs are more than worth it.

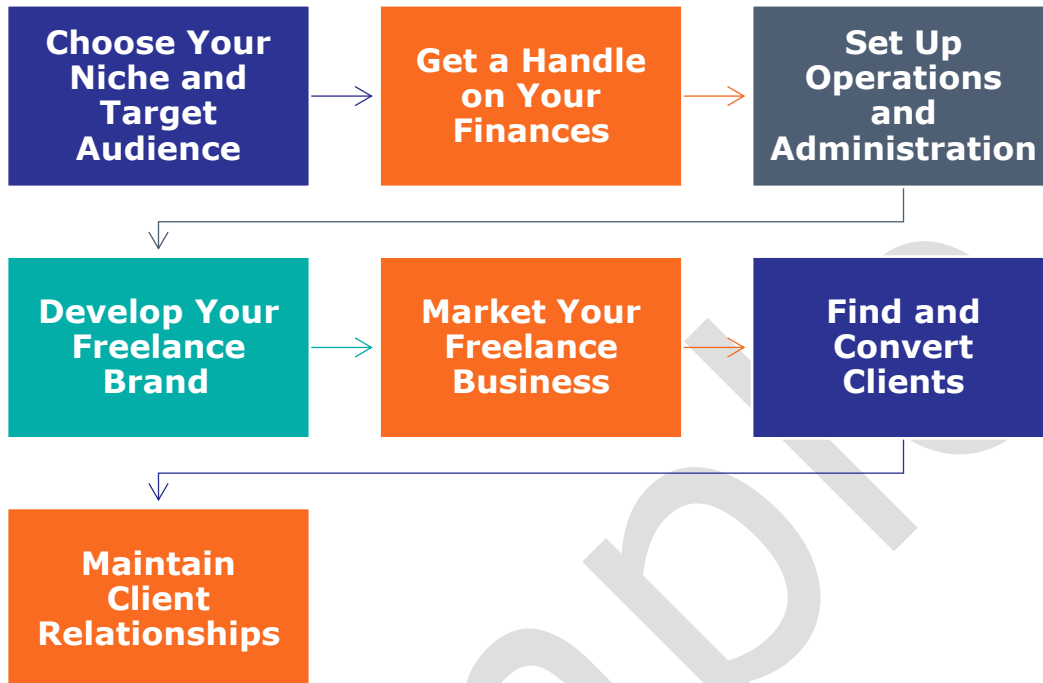
Why Start a Freelance Business?

Being a freelancer gives you freedom to design a lifestyle you love. There is more flexibility when it comes to your daily schedule, time off, work location, and the type of work you do. When you first start out, freelancing also gives you the option to keep your day job while testing the waters to see if a freelance career is a financially viable option for you.

Here is your roadmap through the course:

Your Company Name

<http://www.YourWebsiteHere.com>



Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify your marketable skills, niche, and target audience that will enable you to build a successful and sustainable freelance business
- Manage your freelance finances so you can establish a profitable freelance rate and set targets to measure your success
- Set up the administrative and operational aspects of your business so that when you launch, you can focus on landing clients and delivering exceptional service
- Define and articulate a personal brand that attracts your target audience and conveys a professional, authentic, trustworthy image

ATTENTION:

This is only an excerpt from our full course [Start Your Own Freelance Business](#). The full, customizable course contains 7 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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