

## **Tips for New Freelancers**

Do you feel burnt out in your current day job? Do you want to shift to a career that lets you experience a better work-life balance? If your answer to those questions is yes, you should definitely indulge in freelance work. Many blogs and articles report that freelancers are enjoying a better lifestyle compared to their traditional jobs. Well, that's because most of them have more control over their respective careers. Most notably, freelancers have the power to decide when to work and when to take a break, no supervisor bossing them around. That's just a small taste of the many benefits of freelancer careers.

So if you're considering joining the freelance economy any time soon, we invite you to read this blog to know the ten tips for freelance newbies.

### **Choose Your Passion**

For many people, freelancing is their pathway to finally pursue their passion while earning an income out of it. You can choose any niche in freelancing, as long as you have the skill for it. However, if there's a specific niche you've always wanted to make a career of, we encourage you to go for it.

Nothing drives a person's work ethic better than his or her passion. Take this opportunity to become the writer, the photographer, the artists, or the designer that you ought to be. In following your passion, you might not see freelancing as a job, but as a hobby instead.

### **Don't Leave Your Day Job Immediately**

According to an analysis stated in 99Firms.com, 1 in 4 freelancers ditched their traditional job to become freelancers in 2020. The report added that 60% of freelancers are making more money than their previous jobs; 24 % say they were able to increase their income after six months, and 33% say they earned a steady income right from the start. As you can see, better financial stability is among the reasons why many are transitioning to freelancing.

But, we advise you not to leave your day job immediately once you become a freelancer. Although 33% say they earned a decent income quickly, it's not an assurance that you'll experience the same outcome. At the start of your freelance career, assume that you won't have many clients, to begin with. As a matter of fact, most long-time freelancers struggled to attract clients and earn money when they were newbies. So for the meantime, don't abandon your current job in order to keep your income stable. Be a part-time freelancer first.

## **Estimate Your Rate**

You want to achieve financial security as a freelancer, right? Well, that long process starts by estimating your startup rate. The amount of your freelance rate depends on your chosen field. Plus, there's no definite amount. To get a clear insight into how much your rate will be, do your research on the freelance industry and determine your current market value. Also, there are two main methods of getting paid as a freelancer: hourly and per project. Both have their pros and cons. Do further studies about them and choose what you deem is suitable for you.

## **Create a Simple Business Plan**

Even though freelancing isn't the kind of business where one's goal is to establish a million-dollar company, a business plan will still help put things in order. It doesn't have to be a typical 50-page business plan. Just create a simple one with your own style.

The contents of your simple business plan should have the following:

- Short description of your freelance niche
- Objectives checklist
- Startup budget plan
- Marketing plan

You don't need to follow a strict format in making your business plan. As long as it can guide you well, then it's good enough.

## **Know Your Target Clientele**

As a rookie freelancer, it's essential to know who you want to sell your services to, because if you don't, you won't have a direction. So once you've chosen your niche, identify your target clients, and analyze their needs and wants. In doing so, you'll have a heads up on how you're going to satisfy your first batch of clients soon. It's important to start strong as a new freelancer; performing well on your first gigs is a great way to do so. Being a consistent freelancer can be your ticket to obtain referrals to new clients.

## **Make Yourself Be Known**

Right from the get-go in your freelance career, you won't have any clients yet. Being idle and just waiting for opportunities will not earn your clients. As a new freelancer, you need to market yourself on freelance websites, social media, and other online platforms. Create your freelance profile and portfolio and publish them online for the freelance market to see.

Every freelancer needs to have an excellent online reputation. Most clients are hiring freelancers through online platforms. If you can present a quality portfolio as your selling point, chances are your email will be buzzing of offers and proposals from multiple clients. Tracking for clients to get more work will be a challenge. But, with sound marketing strategies for the promotion of your freelance service, you can grow your clientele quickly.

## **Take Advantage of Technology and Tools**

As much as you can, you need to optimize your productivity as a freelancer. Speed and quality should be together in delivering projects to your clients. Keep in mind that most clients have high expectations and strict deadlines. To make things easier, make use of the technology and tools our generation has. Many freelancers are using them, and you should do so as well. For one, they help you make your work faster without overlooking important criteria. There are even software applications that are specifically intended for freelancers. Do some quick research about them and choose ones with the best reviews.

The use of digital technology and tools will cost you some money, but we assure you that they're worth it. Think of them as assets you need to invest in rather than expenses.

## **Hone Your Time Management Ability**

In freelancing, no one else is going to give you a work schedule but you. As a freelancer, you can work at any hour and at your own pace, as long as you can meet deadlines. For those reasons, you need to hone your time management skills. Budget your working hours well so that you can finish multiple projects within a period. If you can adopt a routine that helps you to be more productive, go for it.

Many time management digital tools are available online that keeps you on track with your pending projects. We encourage you to give them a try. But, the most important thing is to exercise your discipline. In Particular, you have to eradicate procrastination habits and stay away from distractions.

## **Present a Contract Every Time**

Unfortunately, you'll not encounter trusted clients all the time as a freelancer. You'll meet clients that are unreliable with unclear directions from time to time. And, some clients will stray away from your agreements with them. Many freelancers have experienced not being paid the full amount of their quotation from such clients, and some received payments way too late. Your income and overall security as a freelancer will be in jeopardy if you'll work for unreliable clients.

So, to ensure that your clients will stay true to your agreements with them, present a contract each time you strike a deal with them. Remember that contracts are legally binding documents. Once you and a client sign a contract, both of you must fulfill your obligations. If a client fails to pay you on time, you can add interest as a sanction. And, if a client still doesn't pay, you can press charges. Having a contract will protect your rights as a freelancer.

## **Be Wary of Dry Spells**

Sometimes, dry spells happen in your freelance niche. Dry spell refers to a period when freelance gigs are less due to economic reasons. During dry spells, finding work can be difficult, which means your income will lower for the time being.

To prepare for dry spells, you have to anticipate them before they escalate. Make sure to save up so that you'll have some money to purchase your monthly necessities when dry spells arrive. And before a dry spell is even foreseeable, try to obtain regular clients. Why? Well, if you have regular clients, you may still have steady work during a dry spell. You are your regular clients' first choice whenever they have projects.

In the years to come, freelancing will become a significant force in the business world. Well, it's actually starting to be. So, if you slowly begin your freelance career today or tomorrow, you'll have a bright future ahead. Yes, there'll be challenges, but you can overcome them by adopting smart strategies. So, go ahead and pursue your passion through freelancing.