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Creative Skills › Creative Entrepreneurship & Freelancing › Freelancing Business Fundamentals

Overview

Master the Essentials of Freelancing for Success!

DEFINITION

> Freelancing involves offering services independently rather than working for a company. Understanding the fundamentals helps you build a sustainable freelance business.

KEY CONCEPTS

Business Model

A clear plan outlining how you will earn money as a freelancer.

Client Acquisition

Strategies to find and attract clients who need your services.

Pricing Strategies

Methods to determine how much to charge for your services.

Contracts and Agreements

Legal documents that outline the terms of your services and protect both parties.

Time Management

Skills to effectively manage your time to balance multiple projects and deadlines.

EXAMPLES

→ Creating a portfolio website to showcase your work.

→ Using social media platforms to connect with potential clients.

→ Setting clear project timelines and deliverables in contracts.

MEMORY TIPS

★ Remember 'PCT' for Pricing, Contracts, and Time management.

★ Visualize a freelancer as a 'business in a backpack' to recall independence.

★ Use the acronym 'A-B-C' for Acquisition, Business model, and Contracts.

COMMON MISTAKES

✗ Underpricing services due to lack of confidence.

✗ Neglecting to draft contracts, leading to misunderstandings.

✗ Failing to market oneself effectively, resulting in fewer clients.

QUICK RECAP

Freelancing requires understanding key concepts like business models and client acquisition. Avoid common mistakes like underpricing and neglecting contracts to build a successful freelance career.