

Ten Ways to Prepare Your Freelance Business for a New Year

- ❑ Update your website
 - Identify what is working and what needs to be changed
 - Identify any broken links
 - SEO updates
 - Portfolio updates
 - Update copyright dates (2021)
 - Raise rates?

- ❑ Leverage list building opportunities
 - Create a free offer that would meet a need or solve a problem for your target audience
 - Reports, ebooks, guides, webinars, courses, checklists, templates

- ❑ Nurture current and past client relationships
 - Follow-up with past clients
 - Send active client's holiday gifts
 - Offer a discount on new services

- ❑ Confirm your niche
 - What services should you...
 - Continue offering?
 - Start offering?
 - Stop offering?

- ❑ Identify new learning & skills to develop
 - Identify courses to take at FreeU

- ❑ Review your back-end systems
 - Client workflows
 - Standard operating procedures
 - Schedule and productivity

- Review your tech
 - Any business apps or software to add, delete or change?
- Set goals not resolutions
- Prepare for uncertainty
- Focus your mindset on a new year full of possibilities
 - 2021 is a story waiting to be written
 - You will never have another 2021 in your life, so how will you spend it?