



THE FREELANCE PERSONALITIES GUIDE



FreelanceU.com

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It never ceases to amaze us the varying personalities that can be found in one family.

There's the outgoing sibling, quiet aunt, introverted son, boisterous mother, and always that one uncle that keeps everyone on their toes!

We have 5 girls and all of them have a unique personality that makes them who they are and will contribute to what they end up doing for work in the future...potentially, we could have a photographer, an influencer, a lawyer, a teacher, and a vet (but these definitely could change).

And you too have a unique personality! Combined with your skills, experience, passions, and interests, there are career options that just fit while others may feel like you're squeezing a round peg into a square hole.

The same goes when starting and growing a flexible freelance or VA business.

Often times, there are so many options it can feel overwhelming and we can quickly neglect some of the key attributes of our personality that make us unique.

We have simplified the process and through catching a glimpse of your personality, we have provided some freelance niches that may be a great fit for you.

These descriptions are inspired by "The 16 MBTI Types" on The Myers & Briggs Foundation website. They provide a snapshot of how each personality may appear in action while performing tasks within the top niches we recommend for them.

This guide is intended to expand your horizons rather than limit them. If you can't decide on a niche, start by checking out the ones we recommend for you. And if you find that you prefer niches suggested for other personalities, feel free to pursue them too!

Because in the end, YOU are unique and we won't put you in a box. We do hope these give you a great start in discovering the niche skill area that will make you get out of bed every morning because you LOVE the work you do!

Keep an open mind and let's go for it!

Craig & Kelly
Co-founders of Freelance University



ISTJ

Organizing important details with logic and full concentration

Clients can depend on you to work diligently, thinking through the best strategy to approach a task. Whether you're helping them with technology support or administration, you leave no stone unturned. The phone could be ringing, an ice cream truck could be beckoning you, a fly could be buzzing around your computer, but you stay concentrated and focused. Creating order through logical organization brings you joy, and you make it your mission to bring that same joy to those you work with.

Niches you may enjoy:



Technology Support

- Ecommerce Set-up and Support
- CRM Management
- Email Systems Support
- Landing Page Support
- Course Management
- Membership Sites



Virtual Administration

- Virtual Office Admin
- Customer Support
- Research
- Document Preparation
- Virtual Bookkeeping
- Lead Generation / CRM



ISFJ

Creating order with kindness and attention to detail

People are as important to you as projects! You never lose sight of who you're serving in the midst of what you're doing. Accuracy and thoroughness are your goal, and clients can trust that you'll fulfill your obligations. Your ability to remember fine details and consider people's feelings makes you the perfect person to work in niches like marketing and administration, where the human element cannot be ignored. You create a nurturing environment where orderliness equals kindness.

Niches you may enjoy:



Digital Marketing

- Digital Marketing Strategy & Consulting
- Email Marketing Funnels & Sequences
- Product Launch Management
- Keyword Research / Search Engine Optimization
- Google Ads
- Content Marketing



Social Marketing

- SM Strategy & Consulting
- SM Management
- Social Media Graphics
- Community Management
- Facebook Ads



Virtual Administration

- Virtual Office Admin
- Customer Support
- Research
- Document Preparation
- Virtual Bookkeeping
- Lead Generation / CRM



INFJ

Insightfully serving others through clear, decisive vision

You see the big picture, and with your bird's eye view, you empower others to succeed. To you, a project or problem has deep meaning beyond the surface appearance. And since it's natural to put yourself in your client's shoes, you provide exactly what they need. Your ability to visualize new ideas and strategies makes you perfect for creative tasks involving language and design, as well as technology support. Clients feel heard and understood when they're working with you, and they can trust your vision.

Niches you may enjoy:



Design

- Website Design
- WordPress Specialist
- Graphic Design
- Lead Magnet Design
- Landing Page Design
- Blog / Web Maintenance



Writing/Editing

- Content Writing
- Sales / Ads Copywriting
- Website Writing
- SEO Writing
- Proofreading / Editing
- Curriculum Design



Technology Support

- Ecommerce Set-up and Support
- CRM Management
- Email Systems Support
- Landing Page Support
- Course Management
- Membership Sites



INTJ

Achieving goals through innovative analytical thinking

You never settle for mediocrity and aim to provide clients with the highest quality work possible. With a keen understanding of why things happen, you get excited about turning new ideas into a reality. Clients who are lost in a sea of administrative or management tasks need someone like you at the helm of their ship. They can trust that you won't abandon them. You're self-motivated to chart a wise course and perform to the best of your ability.

Niches you may enjoy:



Virtual Administration

- Virtual Office Admin
- Customer Support
- Research
- Document Preparation
- Virtual Bookkeeping
- Lead Generation / CRM



Online Business Management

- Business Strategy & Consulting
- Virtual Project Management
- Content Management
- Human Resources Management
- Business Systems Management
- Financial Management



ISTP

Efficiently finding solutions through detailed analysis

You look before you leap, and when you leap, you leap quickly. You get right to the heart of what needs to be done by sifting through details efficiently. These skills equip you to provide stellar technology support that truly helps clients. And when you're designing online content, your performance is enhanced by a combination of creativity and organization. You don't waste time, and clients benefit from your logical way of thinking.

Niches you may enjoy:



Design

- Website Design
- WordPress Specialist
- Graphic Design
- Lead Magnet Design
- Landing Page Design
- Blog / Web Maintenance



Technology Support

- Ecommerce Set-up and Support
- CRM Management
- Email Systems Support
- Landing Page Support
- Course Management
- Membership Sites



ISFP

Working independently with mindfulness and loyalty

Since you embrace life as it happens instead of staying stuck in the past or fixated on the future, you're perfectly suited for the spontaneous nature of digital media and events. Not only that, but you excel at independent projects that fit into your desired schedule. This makes creative design projects an ideal option for you. Clients can count on your loyalty and dedication. And you make life pleasant for them by doing everything with kindness and sensitivity. They feel cared for when they work with you.

Niches you may enjoy:



Design

- Website Design
- WordPress Specialist
- Graphic Design
- Lead Magnet Design
- Landing Page Design
- Blog / Web Maintenance



Digital Media & Events

- Podcast Production
- Video Editing / Production
- Webinars / Virtual Summits
- Livestream Events
- Voice-overs
- Photography / Videography



INFP

Empowering others through authenticity and new ideas

As you partner with clients, you don't just provide services — you truly listen to their needs and empower them to succeed. Instead of thinking inside the box, you break through the box or create a new one. You're often the person who sets a new vision in motion. Because of that, you may enjoy creative tasks like design, writing, or editing. In addition, your flexibility and keen insight make you ideally suited to the challenges of solving clients' technology woes.

Niches you may enjoy:



Design

- Website Design
- WordPress Specialist
- Graphic Design
- Lead Magnet Design
- Landing Page Design
- Blog / Web Maintenance



Writing/Editing

- Content Writing
- Sales / Ads Copywriting
- Website Writing
- SEO Writing
- Proofreading / Editing
- Curriculum Design



Technology Support

- Ecommerce Set-up and Support
- CRM Management
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- Landing Page Support
- Course Management
- Membership Sites



INTP

Diligently creating solutions through logic and analysis

You don't waste time in chitchat when there's an important problem to solve, and once you become interested, you don't like to give up. Your powers of analysis are an asset in tasks involving strategy and goal setting. You can tune out all the noise and dive deeply into the task at hand. As a result, clients benefit from your skills, particularly in digital marketing and online business management tasks, where logic and critical thinking are essential.

Niches you may enjoy:



Digital Marketing

- Digital Marketing Strategy & Consulting
- Email Marketing Funnels & Sequences
- Product Launch Management
- Keyword Research / Search Engine Optimization
- Google Ads
- Content Marketing



Online Business Management

- Business Strategy & Consulting
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- Financial Management



ESFP

Working collaboratively with flexibility and enjoyment

There's never a dull moment when you're around. You're uniquely suited to perform tasks focused on social media including community management, strategy, consulting, and more. As a people person, you're able to navigate social platforms with ease and quickly build a rapport with individuals and groups. Your friendliness and social skills help you foster camaraderie even in the online space. And you're more than willing to learn through collaboration with your clients and peers.

Niches you may enjoy:



Social Media

- SM Strategy & Consulting
- SM Management
- Social Media Graphics
- Community Management
- Facebook Ads



ENFP

Embracing possibilities through imagination and improvisation

You're able to think on the fly and discover how to soar. If a problem occurs, it rarely fazes you. You simply figure out the best way to move forward and improvise when you need to. Your ability to express yourself is a great asset in areas like social media and writing or editing. And your spontaneity and adaptability are crucial traits that make you a superb candidate for digital media and events services.

Niches you may enjoy:



Social Media

- SM Strategy & Consulting
- SM Management
- Social Media Graphics
- Community Management
- Facebook Ads



Writing/Editing

- Content Writing
- Sales / Ads Copywriting
- Website Writing
- SEO Writing
- Proofreading / Editing
- Curriculum Design



Digital Media & Events

- Podcast Production
- Video Editing / Production
- Webinars / Virtual Summits
- Livestream Events
- Voice-overs
- Photography / Videography



ENTP

Developing creative strategies with resourcefulness and analysis

You're on top of your game when it comes to quickly figuring out solutions and strategies. Clients feel understood when working with you because you can see below the surface and understand where they're coming from. And you aren't impulsive with your ideas. You carefully think them through to uncover the best strategy. You also enjoy novelty and new experiences, making you a prime candidate for digital media and events, as well as the swiftly evolving world of digital marketing.

Niches you may enjoy:



Digital Marketing

- Digital Marketing Strategy & Consulting
- Email Marketing Funnels & Sequences
- Product Launch Management
- Keyword Research / Search Engine Optimization
- Google Ads
- Content Marketing



Digital Media & Events

- Podcast Production
- Video Editing / Production
- Webinars / Virtual Summits
- Livestream Events
- Voice-overs
- Photography / Videography



ESTJ

Organizing details systematically and decisively

You take charge and won't stand for any nonsense. Clients know that you'll leave no stone unturned, mobilizing team members and streamlining tasks effectively. You're a natural leader uniquely suited to the challenges of online business management, where consistency and decisiveness are essential. Your ability to lead a team toward success also benefits many roles within the digital media and events space, where time is of the essence and organization is key.

Niches you may enjoy:



Digital Marketing

- Podcast Production
- Video Editing / Production
- Webinars / Virtual Summits
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- Voice-overs
- Photography / Videography



Online Business Management

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ESFJ

Nurturing others while completing detail-oriented tasks

You're a valuable combination of head and heart. Not only are you capable of managing detail-oriented systematic tasks, but you also know how to care for the client you're serving. You like to meet deadlines and specifications, collaborating with others to reach those goals. And you don't merely follow instructions if you realize your clients need a different approach. These traits equip you to provide excellent virtual administration and online business management services. You may also enjoy social media tasks, where your nurturing presence will surely build community and positive relationships.

Niches you may enjoy:



Social Media

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- SM Management
- Social Media Graphics
- Community Management
- Facebook Ads



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- Customer Support
- Research
- Document Preparation
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- Lead Generation / CRM



Online Business Management

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ENFJ

Helping others reach their potential with leadership and sensitivity

In niches where strategy is key, you strive to never let the process harm the people. Your goal is to help clients succeed by understanding what's best for them based on their own dreams for their businesses. Consequently, you're well suited to niches involving team leadership and community interaction, like social media and digital events. Your empathy and caring nature also enhance digital marketing tasks as you have the skills to truly understand the audience your clients are trying to reach.

Niches you may enjoy:



Digital Marketing

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Google Ads
Content Marketing



Social Media

SM Strategy & Consulting
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Digital Media & Events

Podcast Production
Video Editing / Production
Webinars / Virtual Summits
Livestream Events
Voice-overs
Photography / Videography



ENTJ

Building effective systems and procedures through decisive leadership

You're a natural leader, and you waste no time improving existing systems, procedures, and policies. When handed tasks like online business management and digital marketing, you have knowledge and foresight to plan ahead so clients reach their goals. And they can count on you to continue learning and sharing new ideas and insights. Your decisiveness, honesty, and assertiveness are sure to build confidence in your client relationships

Niches you may enjoy:



Digital Marketing

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Next Steps...

We hope this guide has sparked some fresh ideas pertaining to the types of Freelance or VA Careers that you might be well suited to!

If you are at a place where you are looking to develop your skills and business, then I would highly recommend having a look at Freelance University!

Since 2008, we have helped over 25,000 VAs and Freelancers develop the skills, tools and confidence to build a great business and experience many new freedoms!

Our All-Access University features over 80 courses, a warm and supportive learning community as well as a terrific Freelance Directory and Job Board!

[Check out all the details here!](#)

Finally, if you have questions, please don't hesitate to [drop us a note here...](#)
we always love connecting with new people!



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References

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