



Freelance University®

15 THINGS WE'VE LEARNED ABOUT FREELANCING IN 15 YEARS!

1. Be crystal clear on your offer.

It is important to clarify the specific freelance services you will be offering and the audience you will serve. When you gain clarity on WHAT you do and WHO you do it for, everything else becomes easier.

2. Charge what you are worth.

Take stock and even write down your best skills, experience, and qualities so you never forgot all that you bring to the table. Your clients need YOU more than you think, so set your pricing consistent with your skills and experience and never sell yourself short.

3. Look for recurring revenue or repeat business.

One of the best ways to stabilize your freelance business is to sell services that you can do on a monthly (or regular basis) for a client. Our blogger has been on a monthly retainer for ten years, so consider how to package your services in a way to bring in consistent income.

4. Kick Imposter Syndrome to the curb.

Your limiting self-beliefs will be your greatest “Achilles heel” to building a flourishing, freelance business. Be confident in your abilities, know the value you bring every day to your clients, and align yourself with people that lift you up and remind you of how awesome you are!

5. Regularly connect with like-minded freelancers.

Build a positive network of freelancers that will encourage and challenge you. In order to survive the journey, you can't do this alone, so meet regularly with peers, a mentor or even a coach to help you stay motivated and inspired in your freelance endeavors.

6. Develop your distinct personal brand.

Always, remember YOU are a brand. It is your unique personality, skills, attributes, values, and, of course, specific services that will separate you from other freelancers. So be yourself, get clear on your services, and identify the client audience you would like to serve. Remember the expression, “Your vibe will attract your tribe”, so don’t be afraid to be distinct.

7. Nail down your memorable introduction.

It is vital that you are ready to share a memorable introduction on who you are, what you offer, and how your services benefit your clients. Practice your memorable introduction and be ready to share when you meet a potential client at the grocery store, in a Facebook group, or at a network meeting. Clients are attracted to freelancers who are CLEAR about what they do.

8. Market your business everyday.

Successful freelancers never stop marketing, so be sure to build a regular “marketing block” into your weekly schedule. This is the time when you might make a meaningful connection on LinkedIn, follow up with a prospect you met at a networking event, or create and share a content-rich social media post. Market yourself even during the good times as you never know when your favourite client might leave!

9. Design a flexible, freelance lifestyle.

Your freelancing business is not a J.O.B; it is an opportunity to do work you love at the time and place you desire! You will experience joy and contentment in your freelance business when you carve out a balanced lifestyle that suits your current stage of life. Enjoy the freelance journey!

10. Always over-deliver for your clients.

Remember to give your clients your absolute best work and always look for opportunities to serve them, make their lives easier, and deliver projects on time (or even ahead of schedule). A happy client will often lead to a profitable, long-term relationship. And who doesn’t want that?

11. Plan for slower times.

The “feast and famine” cycle is a given in the freelance space, so it’s important to intentionally plan ahead for slower months. This might involve putting aside 10-15% of your income during the busy months, so you can effectively survive any seasonal slowdowns in your freelance business.

12. Prepare to adapt.

There is so much change happening in our world of work right now with the growth of AI and many other exciting technologies. As a result, it is important to be nimble and ready to pivot to a new niche, test out a new marketing strategy, or change up your service offerings to meet your client’s evolving needs. Change is always coming, so be ready to move!

13. Feed your focus.

One of the enemies of “getting stuff done” in our business is a lack of focus and direction. One way to address that is by planning out your week ahead of time (we like to do this on Sunday evening) and laying out the “most important tasks” that need to get done for the week. By planning ahead, you will be ready to hit the ground running when the week begins. Also, consider time-blocking important projects throughout the day and week to help you stay laser-focused on the task at hand.

14. Celebrate your progress.

A great practice that we do at Freelance University is to celebrate the WINS of our students every week. It is important regularly track your progress and celebrate even small wins that will eventually lead to big results in your freelance business. Celebrating your progress helps you to see how far you have come and motivates you to keep pressing on!

15. Always learn new things.

As a freelancer, you need to “keep learning to keep earning”. The skills and support your clients will need tomorrow may be different than what you offering today, so read blog posts, listen to relevant podcasts, and of course join Freelance University to take courses and training to level up your skills and income opportunities this year and beyond. So, block out time each week to learn something new and you will flourish in your business!



THERE YOU HAVE IT... **15 LESSONS LEARNED** IN 15 YEARS!

First of all, we hope you have found this resource helpful! Be sure to pick 2 or 3 from the list to put into action TODAY!

Now, to commemorate our **15-year Anniversary**, we are offering a **15% discount off all our affordable tuition plans** at Freelance University. So, join us for a discount and we would love to help you reach your freelancing goals this year! Let's do this!

Use the 15% Discount Code: **FREEU15**
Special Ends Monday, April 24th!

JOIN US TODAY!

"Freelance University was the first place I found that offered a complete package of training and support in the freelance space for a very affordable investment."

Paula, FreeU Student

If you need further support or have any questions, please reach out to us at support@freelanceu.com

We're here for you!

To your success!

Craig and Kelly Cannings
Co-Founders, Freelance University