

week::one

The Pros and Cons of Freelancing

Why Freelance?

Advantages

- You'll be your own boss
- You'll make your own opportunities
- There'll be more variety
- You'll get paid what you're worth
- You'll get to keep more of what you make
- You'll be treated with more respect (sometimes)
- You'll escape office politics
- You'll have more time for personal work (maybe)
- You'll be better for it

The Wrong Motivations

- Working alone will be fun
- I want more security
- I'm fed up
- It's time to take life easy

The Right Motivations

- It's time for a change
- It's time to cash in on my experience
- I have a very specialized talent
- I want the opportunity to make big money
- My circumstances make freelance the best employment alternative

The Maybe Right/Maybe Wrong Motivations

- I've just been laid off or fired
- I want more time to do my own thing
- I'm sick of wasting time commuting

What you give up from your day job

- Security
- Paid vacations / Sick time / Benefits
- Regular paychecks
- Social contact and contacts

Things you'll have to do

- Become a businessperson
- Look and act professional
- Be assertive
- Market yourself



Creatives in their natural habitat, living the dream, right?

Can I do it anywhere?

- Yes ... and No.

Can I do it from a small town/rural area? Yes, if you...

- Adapt to the local environment
- Emphasize marketing skills
- Are a generalist
- Know your market
- Educate your clients
- Know your competition

Getting Started Tasks**Picking a Good Name**

- Is it appropriate?
- Avoid “freelance” in the name
- Create an impression of size and stability
- Be wary of personal indulgences

Selecting an Accountant (if needed)

- CPA—Certified Public Accountant

Selecting Insurance and an Attorney

- Both are optional, depending on your situation

Preparation

- Strengthen your portfolio (a must)
- Create an online presence
- Use social networking (yes, but with limits)
- Use local networks (a must)
- Join appropriate organizations (maybe)
- Win awards (maybe)
- Make client calls (yes!)
- Establish credit (yes) or borrow (no)
- Schedule rest and recreation (yes, it's OK to do this)

Write a Business Plan**Company Organization Types**

- Sole proprietorship (most common for freelancers)
- Partnership (more than one person)
- Limited liability companies (LLC)
- Corporation

