

**Don't be an asshole and talk
to your clients as much as
physically possible...**

How to not totally suck at freelancing



The most important thing



The way you treat people will always be more important than the work you do.

99% of problems come down to communication.


If you don't feel like you're over communicating you're doing it wrong.

Expectations are everything



You want to always be exceeding your clients' expectations.

**Work your ass off, screw up,
then do it again.**



You're going to mess up. You're going to under charge and under communicate. Keep working.

No. 1 **Interviewing clients**


Goals

- Begin to get to know them.
- Understand the underlying problem they're trying to solve.
- Determine if they're a good fit for you and you're a good fit for them.
- Be as picky as you can afford to be.

- Do they want a single landing page? Do they even know what they want?
- Why do they want a website or an app?
- How technical are they? How much help do they need?

No. 2 **Research & follow up**

**If they're not a good fit, refer
them to someone who is.**



A bad fit is never going to help your career, and what goes around comes around.

Goals

- Ask questions and begin to establish expectations.
- Determine a budget and timeline.
- Let them know when you'll have a proposal for them.
- If they're not a good fit try to refer them to someone else.

No. 3 **Proposal & contract**

How much should you charge?

- Start with an hourly rate.
- Estimate your costs and divide by # of billable hours.
- Pick a number.
- Keep increasing it until no one will hire you.

How to put together an estimate?

- Estimate the number of hours it will take you to do the work.
- Multiply by 3 or 4.
- Multiply by your hourly rate.
- Use their language.

Things to remember in your estimate.

- Research.
- Project management.
- Bug fixing.
- More bug fixing.
- Deployment.

Do I need a contract?

- Yes.

Things to remember in your contract.

- Scope of work with deliverables + client deliverables.
- Indemnification clause.
- Termination clause.
- Pause clause.
- Ownership of work.

No. 4 **Project management**

You're not communicating enough.

- If you're good at communication you're better than 90% of other people out there.
- Weekly updates on the same day every week.
- Heads up when new work is pushed.
- Send invoices on the same day every two weeks.

You're *still* not communicating enough.

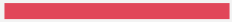
- Don't hide problems or delays from your client. Be up front.
- Make sure to tell them what you need from them.
- Use a staging server when possible.
- Trello + Slack = *Awesome*

No. 5 **Getting paid**

It will take longer than you think.

- Track your time.
- Always take a deposit up front.
- Send invoices regularly.
- Net 15.

Marketing



Always be selling.

No. 1 **Happy clients**

No. 2 **Building cool shit**

LLAMA ATTACK

Send 7, 14 or a ridiculous 31 llama text messages to friends and family from random numbers to really mess with their minds as an awesome prank!

Your friend's phone number

(803) 427 5517

Select your package

Llama Book Club (7 messag

Your name (we have to include it for spam rules)

Kelly Truesdale

- ☐ Send a custom message \$0.10
- ☐ Spread out over 3 hours for a little extra fun \$0.25

Total: \$0.89

Card Number

4242 4242 4242 4242

Expiration Date

MM / YY

Security Code

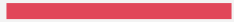
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PURCHASE



No. 3 **Write about the cool
shit you build**

Taxes



Suck.

How to deal with taxes.

- Hire a CPA. Do it.
- Sign up for Quickbooks or something like it.
- Save dat money.
- Write everything off that you can.

Work with us.



Build cool shit and have fun doing it.

Tools

- Time tracking
 - a. Toggl
 - b. Harvest
- Finances
 - a. Quickbooks
 - b. Wave
- Project management
 - a. Trello
 - b. Slack
- Contracts
 - a. Bonsai
- Other
 - a. Bonsai Stack

[https://github.
com/AndrewAskins/howtofreelanc
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