

# Do work. Make money.

# How to get started as a freelancer.





# 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

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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.

# Finding people to pay you.



Always be selling.

**No. 1**      **Use your network**



**No. 2**      **Happy clients**

**No. 3**      **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

CVC

PURCHASE



**No. 4**      **Write about the cool  
shit you build**

**No. 5**      **Get out in the  
community**

**No. 6**      **Positioning matters,  
but it takes time.**

# Doing the work.



Communication is as important as the work itself.

# **No. 1**      **Interviewing clients**



# Goals

- Start building a relationship.
- 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.
- If they're not a good fit try to refer them to someone else.

- 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?
- Try to determine what their actual business goals are.

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

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

**No. 2**



**Charge for it.**

# Goals

- Ask questions and begin to establish expectations.
- Determine a budget and timeline.
- Let them know when you'll have a proposal for them.
- Charging for discovery has been our single biggest game changer in 4 years.



# Discovery Questions

Company Name

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These questions help us to get a really good feel for your business. The more we know about your business, its problems and the goals that you have the better we will be at helping you define a Roadmap to reach those goals.

Please do your best to answer all of these questions before our first meeting. If you don't have an answer, that's okay, but at least take a stab at it.

## Background

**Where did the idea come from?**

**How did your business get started?**

**What are your goals?**

# Important questions

- What is your budget?
- **Who is your target audience?**
- What are the biggest risks in taking this project on?
- What does success look like? What metrics will be used to determine success?
- What emotions do you want people to associate with your brand?

# **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.
- Break estimates down to 3-10 hour tasks.
- Multiply by 3 or 4.
- Multiply by your hourly rate.
- Use their language.

# Things to remember in your estimate.

- Research
- Project management
- Bug fixing
- Branding
- Revisions
- Automated tests
- Deployment



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# Cost & Timeline

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Some intro text.

## Title

**\$10,000 / 8-10 weeks**

Some explanation text.

### Scope:

- Scope things
- More scope things
- Woohoo

# 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.



CPERL  
GROUP



# **No. 4      Project management**

# You're not communicating enough.

- If you're good at communication and you're honest then you're better than 90% of the other people out there.
- Weekly or bi-weekly updates on the same day every week.
- Heads up when new work is pushed.
- Send invoices on the same day every month. Charge up front.

# 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 so they can see progress.
- Trello + Slack = *Awesome*



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**No. 5**

**Getting paid**



# **It will take longer than you think.**

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

# 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.

see your pharmacist

100%  
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**andrew@builtbykrit.com**



*Partner/CEO at Krit*

# Tools

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

[https://github.com/AndrewAskins/  
howtofreelance](https://github.com/AndrewAskins/howtofreelance)