

THE INTRODUCTION TO

FREELANCING

FREELANCING AS A SOFTWARE ENGINEER



- ▶ Grab a piece of paper and start listing out the skills you currently have.
- ▶ Ask yourself - what are you good at doing?
- ▶ What do you enjoy doing?
- ▶ What technologies do I know and am comfortable using.

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1  Languages: JavaScript, HTML, CSS
2  Databases: MySQL, MongoDB, PostgreSQL
3  Web Frameworks: React, Express, React Native
4  Version Control: GitHub
5  Content Management Systems: WordPress
6  Game Development Frameworks: Unity
```

- ▶ Pick from your interests and skillsets to also make a list of your services you want to offer... This way when you sign up for any freelancing website, you'll let everyone know what service you'll be offering.

```
1  1. Full-Stack Web Development
2  2. JavaScript/CSS/HTML Fixes
3  3. WordPress Installation, Plugin Development, Theme Development
4  4. Facebook/Reddit Ad Campaign Management
5  5. Relational Database Design
6  6. Linux Systems Administration
```

- ▶ Keep your list small to what you know & are comfortable offering



► Your site should have:

- A Logo with a Tag Line: A simple text based logo with your name is fine. Your tag line should describe yourself and the services you provide in a quick, short phrase.

[example](#)

- A Call to Action: The purpose of your site. Are you trying to land more freelance clients for web development, Graphic design, or UX/UI design.

- ▶ - High-quality images - This includes images of your work, and a image of yourself.



- ▶ - Testimonials from any client you've worked with or any co-worker. A one to five sentence testimonial is more than enough. If you have testimonials, place them on a main page where they're easily seen. [example](#)
- ▶ - Services & Skills: Make a spot on your website that clearly lists all your services and skills.

- ▶ - **Contact Information:** Make sure you have a clear way for customers to get in touch with you. This could include: a contact form that they can fill out, a one click e-mail link, and a link to your LinkedIn page.
- ▶ - **Information About Yourself:** Share your professional story and how you learned your skills. Also - any hobbies, interests, languages you speak,



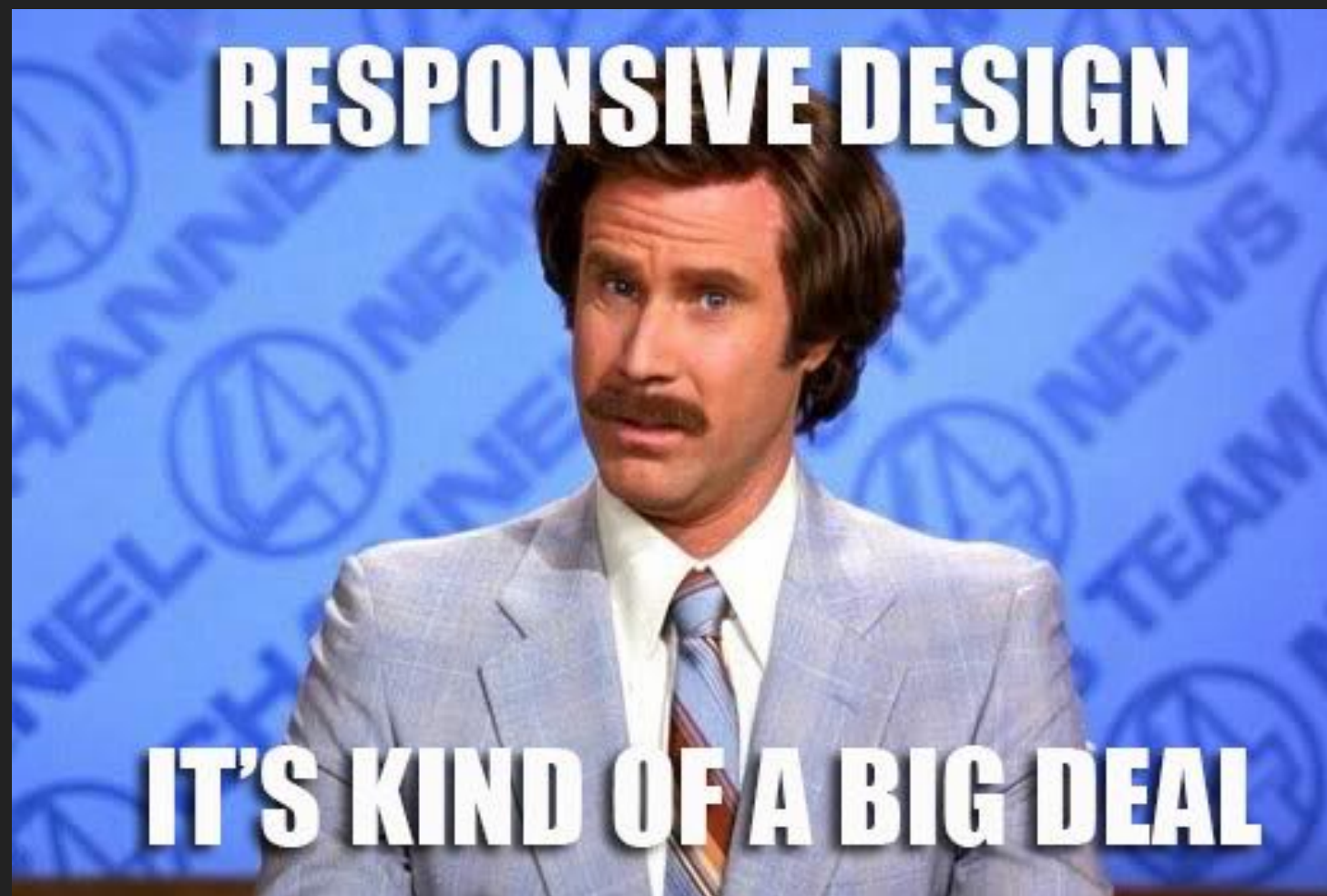
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- ▶ - Content: Producing content related to your niche is one of the best ways to establish yourself as an authoritative presence on a particular topic. Content marketing also provides a wonderful way for you to grow your audience.
- ▶ Share any videos of yourself, that relate to your abilities as a freelancer. As well as, any blogs that you've written.



- ▶ - A Personal Projects page: What are you doing that will improve your skills? Have you volunteered your professional skills for charity? Do you have any projects that were just passion projects?
- ▶ - Relevant Social Media Accounts: If you use your social media accounts PROFESSIONALLY... then link your Instagram, Twitter, & Facebook accounts. Be sure to link your LinkedIn and GitHub accounts as well.

- ▶ - Keep your Design Simple: Have only 2-3 different fonts at most on your site. Have a clear and simple way to navigate your site. Select a color scheme that is consistent through your site.
- ▶ - Make sure your site is Mobile responsive.



- ▶ First things first - Create a GitHub repo!
- ▶ Now lets look at some examples:
- ▶ [Example 1](#)
- ▶ [Example 2](#)
- ▶ [Example 3](#)

- ▶ Examples of great portfolios:
- ▶ [Design Bomb Link](#)
- ▶ [Awwwards](#)
- ▶ [More Portfolios](#)