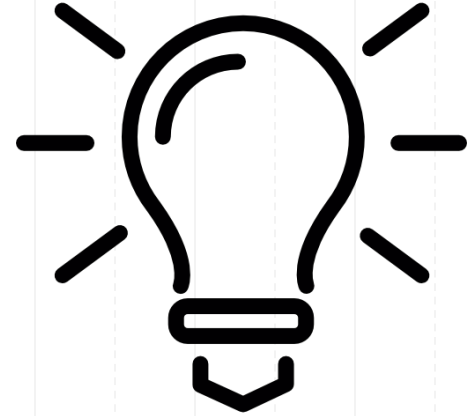




# Presentation on Freelancing

# Outline

- ❑ What is freelancing?
- ❑ When to start freelancing?
- ❑ How to start freelancing?
- ❑ Things to be noted to sustain in freelancing
- ❑ Pros and Cons of freelancing
- ❑ Top Freelancing Platforms
- ❑ What does client seek from the freelancer to award a project?
- ❑ How to write a successful proposal to bid in a project?
- ❑ Points to be considered while placing a bid
- ❑ Dos and Don'ts in freelancing



# What is freelancing?

- Freelancing is working as a self-employed person/professional for multiple employers without an formal agreement or contract for long period of time.
- A freelancer may work part-time or full-time and at any span of time that he/she desires. This is because, basically, there would be no fixed working time like office hours. This would give the freelancer the benefit of freedom in working hours and working place/environment.

# When to start freelancing?

- There won't actually be any pre-defined right time to start freelancing but its all about ones personal decision as to when he/she would quit working as an employee and start freelancing. However, there is always a couple of points that would be helpful to decide whether or not to start freelancing.



# When to start freelancing?

## A person can start freelancing when:

- he feel like he can work on projects alone
- he have all the necessary skill-sets and tools to get started
- he have good communication skills to seamlessly communicate with clients
- the person have good portfolio to showcase his works
- he feel like he can find potential clients who would be interested in working with him

# How to start freelancing?

- Decide and specify your skills or services you would be providing. Be specific on the skill-set and don't include everything you know but include only few that you are best in.
- Build personal portfolio/website to showcase your past works.
- Create profile in Freelancing Marketplaces.
- Decide on your pricing structure, don't get vague on this while talking to client.
- Decide on your payment systems/methods and let client know about it.
- Keep all the documents ready beforehand (good proposal, contracts, invoice)

# Things to be noted to sustain in freelancing

- Push Yourself and Get Good
- Be Likeable, Excited and Enthusiastic
- Be referable, never let the client be unhappy with you or your work
- Be honest & maintain the deadline strictly.
- Design the portfolio you think your clients want to see
- Focus on clients, his needs, his expectation and be Flexible
- Always collect full information about clients and maintain some database of clients that you have worked with

# Pros and Cons of freelancing





# Pros

- Work when you want to
- Work from home or where ever you want
- Be your own boss
- Choose only those projects you want to work on
- Learn as you go, and learn what you want
- Work on a wide variety of projects, not just one
- Cut off your expenses
- No dress code
- Have your personal life



# Cons

- You may not always know when your next paycheck will come
- You must be constantly looking for clients
- You have to be good at more than just one skill
- No insurance, no job guarantee, no retirement plan
- Working alone can get very lonely
- Creativity burn-out is major problem while working alone
- You have to be self-disciplined and self-motivated
- If your office is in your home it can be very easy to end up working all the time
- Some of your friends might feel free to call and chat anytime, because they think you aren't working

# Top Freelancing Platforms

- Upwork
- Fiverr
- Freelancer
- Guru
- Peopleperhour
- 99design
- Designhill etc.

upwork™



fiverr  
Where it's all done

99d

# What does client seek from the freelancer to award a project?

- Reliability
- Quality work
- Prompt response
- Clear communication
- Understand requirements
- Respect deadlines
- Good work history
- Excellent past reviews
- Fits under budget
- Self guided/self motivated

# How to write a successful proposal to bid in a project?

- Project proposal is the first and almost the only thing that would make the client decide whether to award you the project or not. So writing a good and intuitive project proposal is of primary importance. Here are few points to be noted before placing a bid and writing a successful proposal.



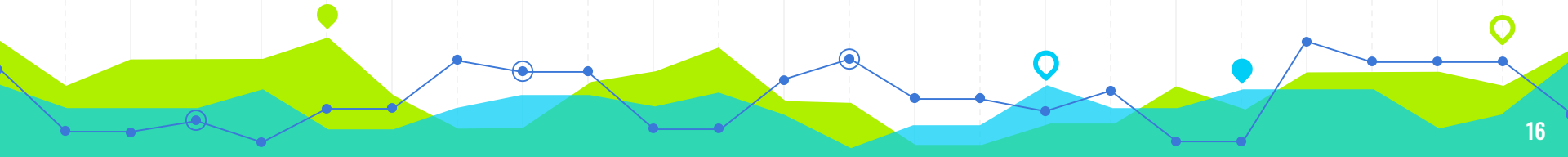
# Writing a bid proposal

- Write your understanding about the project (let the client believe you understand his need)
- Address the clients requirement for the project and recommend your solution to it if needed
- Let him know about the benefits he would get from you and your solution
- Project fees (let it tie up with the recommended solutions and don't scare client with your price)
- Your skills and past works that are similar to the ideal project
- Put ahead any question you think would be helpful in understanding the project

# Points to be considered while placing a bid

- Don't bid on every project, this could make the clients feel cheap about you
- Always read the project details and understand it fully before bidding
- Avoid template or scripted proposal
- Custom tailored proposal should be written for each project
- Try not to underbid or overbid
- Define time frame wisely, stating too long or too short time frame won't be helpful
- Check on the clients history
- Don't forget to proofread your bid

# Dos and Don'ts in freelancing





# Dos

- Keep clients satisfaction on top priority
- Always prepare a process or work-flow chart for project and let client know about it
- Always make all the terms and conditions about the project clear beforehand (payment terms, payable amount, deliverables, deadlines, revisions and alterations, post-project support)
- Be honest, reliable and self guided
- After project completion, ask for a couple of lines from your happy clients as testimonials, that is what would help get you next project

# Donts

- Don't miss the deadlines
- Don't be late to reply to clients' email, messages, lms and phone calls
- Don't keep on reminding about money and payment over and over again, keep this thing simple and clear beforehand
- Don't be vague while explaining things to client
- Don't tell client you can do everything when you can't

A stylized flower icon with a green stem and two blue leaves, positioned behind the text "Thank you".

# Thank you