

CHANGING FOCUS

Videos in this course to review when you change your freelance focus:

Transitioning from full-, partial-, or unemployment

Even though that talks about moving from a different employment situation, you'll have to answer a lot of the same questions.

Sharpening your market focus

The change will also require a new look at your target industry and customers, along with a re-evaluation of your skills.

Defining career goals

It's always good to remind yourself **why** you want to make a switch

Building your professional network

Your new focus will probably be relevant to a different set of people from your past.

Announcing your availability

Once you know who among your colleagues will be interested, you'll need to tell them about the change.

Other videos from early in the course

To review how to get set up, as your new focus could affect how your business runs most efficiently on a day-to-day level.