

The Freelance Masterclass: The Ultimate Guide to Freelancing

The Freelance Masterclass

Course Link

▼ — 03 - Pros x Cons —

PROS

- Creative Freedom
- Choose your own clients
- Have control of your business
- Work on your terms
- Gets better with time
- It's possible to have a more flexible work environment
- High paying after a while
- No boss

CONS

- Isolation
- Cash flow (unpredictability)
- Stressful
- Responsibility
- The first year is the hardest
- Hard to find clients in the beginning
- Managing expectations
- Insurance + Benefits
- Save for retirement
- No boss

Assignment 01:



Write your goals in the **Goals Worksheet**

☐ Done

▼ — 04 - Creating your Service List —

- Be concise. Concentrate on the things your better at, and that will *bring more value to the table* ★
- Don't be a:
 - | "Jack of all trades, But master of none"
- You must prevent yourself in the most professional way possible

Pro Tips

- Keep your list as short as possible, without hurting your total offerings
- Focus on services that can cross-sell
- Think about how you can market these services
- Be open to removing and adding services
 - Client demands shifts when the Industry shifts

Assignment 02:



Fill the **Services List Guide**

☐ Done



Original has comments.