



Complete Freelancer

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Introduction to the course

For me, freelancing means freedom. Financial freedom, and personal freedom. Freelancers are free to choose **WHEN** they work, the **TYPE** of work they do, perhaps most important, **WHO** they work with. Yes, freelancers choose their clients.

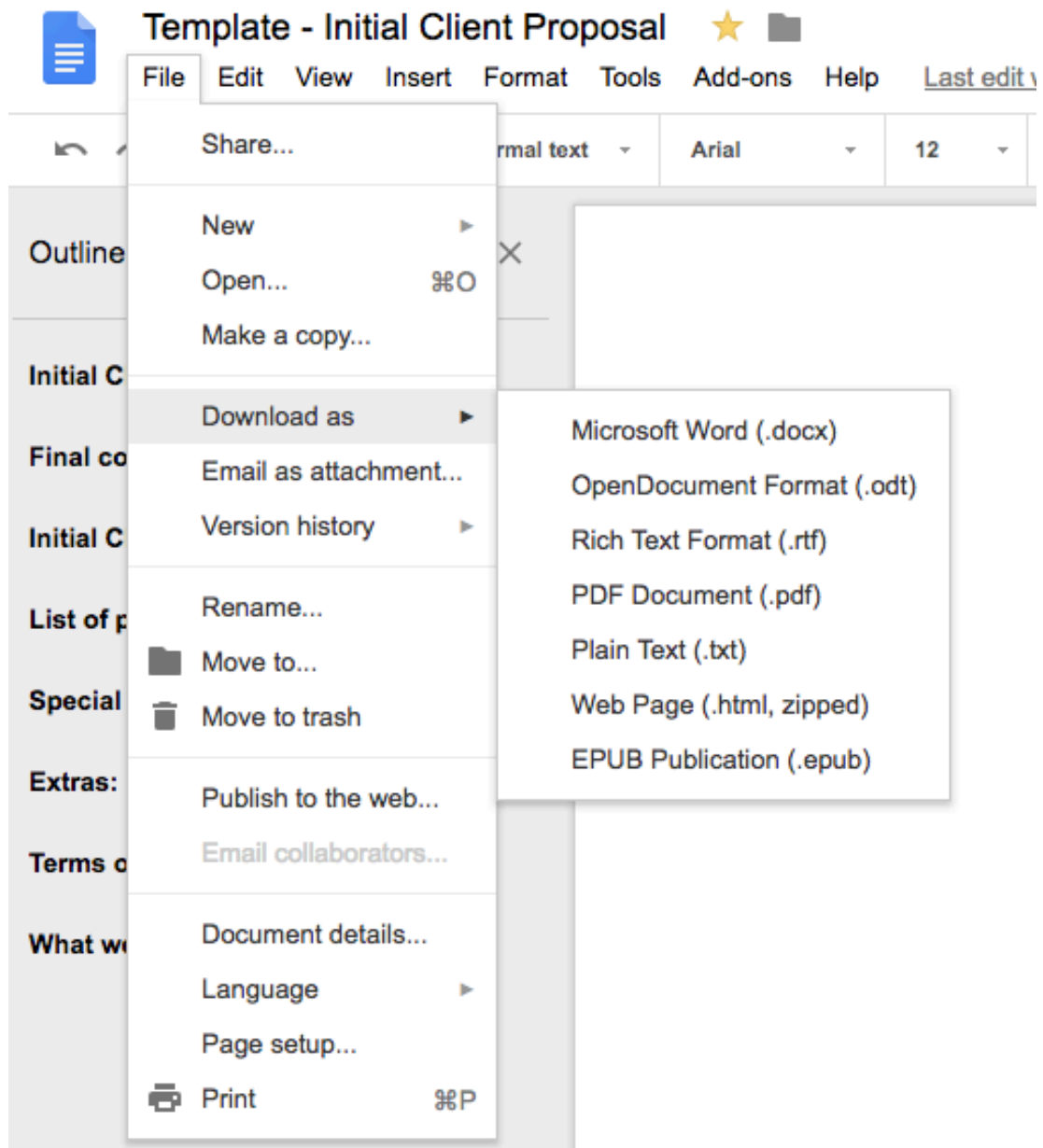
Financial freedom comes down to the fact that as a freelancer, you will be able to control how much money you make. In fact, you can structure your freelance business to make much, much more money than you could possibly make working for someone.

.... It's not even close.

This course is based on my 20+ years as a entrepreneur, freelancer and developer. I've worked as a freelancer for years, and have hired freelancers for years. I've been on both sides of the deal that's why this course is unique and so valuable. Welcome to your personal freedom!

Course notes:

- Each course section is covered in the audio and video files.
- The audio files are copies of the videos - for people who prefer audio only.
- Links to videos and templates found just below.
- The templates are Google docs, and can be exported using: File -> Download as



Downloads:

[View videos](#) (password: business-training)

[View templates](#)



Course Sections:

1. Freelance Guide
2. Freelance Templates
3. Freelance Project Workflow

Section 1: Freelance Guide

Introduction: An Overview of the Process

1. Learn the Foundation Skills: HTML5, CSS3, JavaScript, PHP.
2. Build your Demo Website - showcase your skills.
3. Do 2-3 free jobs to:
 - a. Gain experience.
 - b. Learn to track time.
 - c. Learn to deal with clients.
4. Market your services: website, social, job sites, word of mouth.

Chapter 1: How to get started - the details

1. Tech skills - html, css, js, php, wordpress
 - What skills get you what TYPE of job?
2. Build your promo website
 - What to include on the website - client work
3. Create social media accounts for your work - don't mix personal stuff
4. Reach out to local business, friends and family to build 2-3 demo sites - something you can show prospects and also, to learn some skills.
5. Try online sites like Upwork, Fiverr ... whatever makes sense given your situation.

- Online reputation building strategies.
- 6. The 4 BIG THINGS NOT TO DO:
 - Don't quit the day job until you have enough clients to sustain yourself.
 - Don't go after big clients at first - big never do business with small.
 - Don't get an office space.
 - Don't buy expensive equipment until you're making money and you really need it.

Chapter 2: About Clients

- How to communicate with clients?
 - Short and to the point.
 - Keep it friendly.
 - Keep it professional so clients have confidence in your professionalism.
- Importance of your reputation.
- How to get your first clients?
 - Word of mouth
 - Upwork / Fiverr
 - Website + SEO
 - Social (Instagram / Facebook / Twitter)



Chapter 3: Misc Topics and Questions Answered

- What can you charge per hour? How to set the price?
- Do you charge by the project - what will clients likely want?
- Charge for maintenance fees?
- Do you create packages - say a WP package?
- Should you provide hosting? Pros and cons.
- Managing extra requirements, how to charge for them?
- Managing the administrative end of the business around the projects?
- How do you know when you are good enough to quit your job and start freelancing?
- Web designer vs web developer - full stack - do you need to be the creative type?

- Billing methods? 33% split so you get 66% of the money fast.
- Workflows to increase revenue 4-5x!
- Outsource work you don't like.
- Fire clients for peace of mind.
- Freelancers/contractors get much better tax advantages.
 - Deduct expenses!
 - Less tax to pay on income overall.
- 10 small clients are MUCH better than 3 big clients!
- Bonus - character traits of a freelancer:
 - You can self motivate.
 - You are happy to work at home and alone. At least for a while.
 - You can organize your time.
 - You can handle your money wisely. As a freelancer, you have to extra careful about savings and money management.



Section 2: Freelance Templates



1. Website Project Assessment Email Template

- What pages you want? Ex: home, about us, products/services you offer ... etc
- Any style of site you like - have any links?
- Any special functions you want: e-commerce, contact form, newsletter, blog?
- Budget

- Time frame - when do you need it?
- Do you need hosting?
- Do you need a domain name?
- Do you have your own nice photos, logos, artwork you want on the site?

2. Initial Client Proposal Template

- Intro paragraph with overview of project
- List of pages
- List of special features: video embed, shopping cart, contact form etc
- List of social setup ... if any.
- Estimated hours of work
- Estimated time schedule of completion. Ex: 2 weeks from date of deposit
- Terms of payment 33% split
- Per hour rate
- Notes
 - Client must provide: text, images etc
 - Design can be revised up to 3 times

3. Contract Template

- Solidifies the details of the initial proposal
- Two signed copies, one for client and contractor
- Typically is a more detailed version of the initial proposal that has been approved by the client.

4. Invoice Template

- Standard invoice with basic terms of payment attached to the contract. If the project work is really simple, the invoice can contain the contract details. Often does. Use any invoice template you like found on Google docs, MS Word, Apple pages etc ...

5. Time tracker spreadsheet Template

- Time planning the site
- Time coding

- Time in meetings
- Time on phone
- Time prepping content (images, video)
- Time prepping servers
- Time setting up social

Sections 3: Freelance Project Workflow

Notes on how to start, manage and complete a freelance job



1. Establish contact with prospect.
2. Send them the project assessment email.
3. Create the initial proposal based on #2 and any other sources of information.
4. There will be a be back-and-forth with regards to the initial proposal.
5. Send out the contract once the details are worked. More details in the contract (within reason,) the less chance of dispute.
6. Be sure both your and the client each have signed copies (digital or paper) of the contract.
7. Contract is there to HELP keep both your expectation and the client's expectations in the same place.
8. Get your first payment - 33% is best.
9. Produce the first draft and arrange a meeting / conversation with the client before showing them the first draft. Be sure, to remind them 2nd payment is due on delivery of first draft.
10. Get paid your 2nd instalment for first draft.
11. Be sure the 1s draft is substantial .. has to visually show that the project is fleshing out. Clients want to SEE they are getting something for their money.
12. Start looking for new clients on the side.

13. Be happy that you now have 66% of the money by may have done 30-40% of the work!
14. Be sure to send request to your client for content (text, images, videos etc) ... as soon possible.
15. Expect delays from clients delivering content: be sure to send gentle reminders once a week.
16. When sending out revisions to client, be sure to ask for details about what they want changed.
17. When and if clients start asking for new pages and or significant features (takes more than 15 minutes to do,) be sure to point out that was NOT in the original contract. Don't let feature-creep drain you of all your time and profit.
18. When the client approves the final changes, deploy it on their URL and get the final payment.
19. Once you have final payment, any new work on the website/web app, will require more money. Use discretion where sometimes you might have to make minor changes, given errors you made not previously caught. Judgement call - don't be a jerk. But you don't want to be supporting them for free ... unless you have a monthly retainer contract.
20. Remember that referrals will be hugely important for your business, so treat people fair. But be sure not to let clients take advantage of you, with never ending change request after the contract is complete. Time is money.