

How To Start Freelancing Complete Guide {For Beginners}

Swipe →

Pick A Niche & Skill

It should be **profitable**, you should have a good **knowledge**, and you should be **passionate** about it.

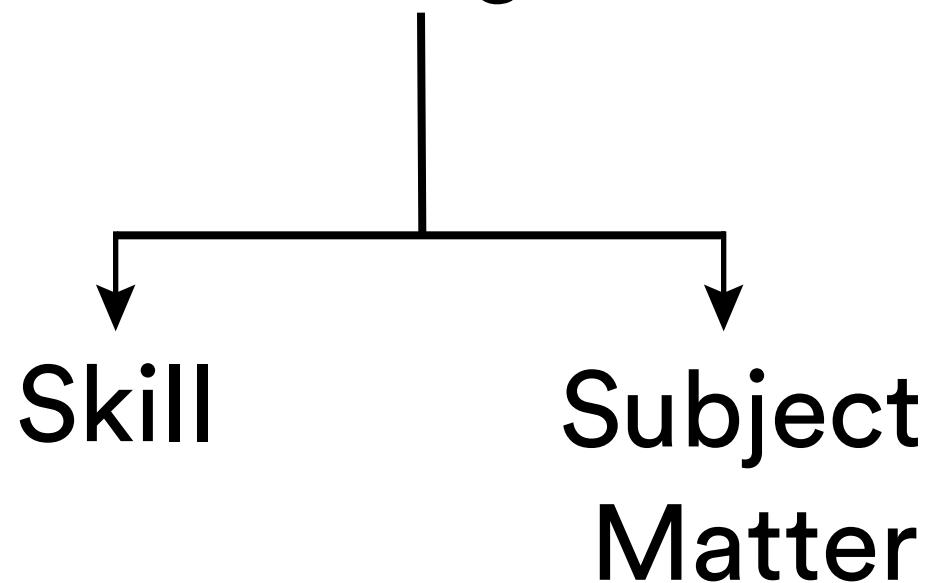
Build Any One Skill

- Writing
- Designing
- Video Editing
- Website Creation
- Coding
- Etc.

Ex - If you are interested in Cryptocurrency & you are good at writing, you can reach out to blogs, influencers, companies who need content.

Build Your Expertise

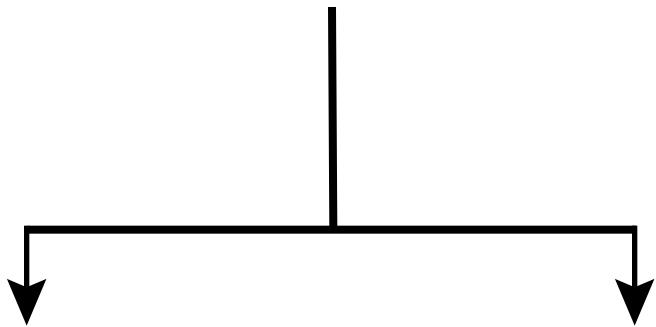
You need to master 2 things.



How To build your Skill ?

- Read Books
- Do Courses
- Attend Workshops
- Watch YouTube Tutorials
- Speak To Experts

Position Yourself



Social Media Website

Build a website on WordPress or Wix.

Initially go with the Free version. Create homepage, services, about & contact pages.

Your LinkedIn Profile, Instagram Page and Twitter profile should pitch you as a freelancer.

Build Your Personal Brand

- Text - Blogs on Website, Posts on LinkedIn
- Image - Posts on Instagram/LinkedIn
- Audio - Podcast on Spotify
- Video - Create YouTube Channel
- Interviews - Audio or Video

Create Content



Choose a platform and medium that you are comfortable with and start creating content on regular basis - daily/weekly.

Share your knowledge, experience and build your authority.

Cold Email/Message

Make a list of your target audience who are available on social media and reach out to them with a template message and follow up after a couple of days.

If you have their email - send them a cold email and pitch your services.



Reach Out To Target Audience

Create A Proposal

Draft a proposal of your services on CANVA.

Finalize your services, pricing, and create an outline of your process and unique selling points.

Use free templates and edit them to get started.



Keep improving the document over time.

Create Terms & Conditions, Contract

To be a professional you need to set your priorities right in the beginning.

Mention the payment structure, terms and conditions and have a contract document ready.



**Use online tools like Bonsai to
create such documents.**

Register your business

Speak to an Accountant and get the paperwork ready so that you can do business officially without any hurdle.

Collect Testimonial & Feedback

Turn your clients into brand ambassadors by delighting them with your service.

Don't forget to collect testimonials and feedback from your clients

@thesurojitmahato

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