FREELANCE HACKS!
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FREELANCING
Pros & Cons
PROS

❖ You are the decision maker
❖ Work on a variety projects
❖ Ability to scale your income
❖ You love technology and working in digital
❖ Better work life balance (set own hours)
❖ Can work from anywhere
I’m a freelancer, because life is too short to spend it in a cubical.
CONS

❖ Inconsistent income
❖ You are every business role (designer/developer/sales/accounting)
❖ No training or processes
❖ Technology is always changing
❖ Need to constantly learn new skills and tools
❖ Not always respected as a ‘business’
Freelancing gives me the flexibility to panic about my job instability anytime I want.
3 WAYS TO IMPROVE YOUR FREELANCING BUSINESS

1. Quote & onboard clients
2. Build web projects faster
3. Get paid faster and consistently
QUOTE & ONBOARD

❖ Set up an auto responder for project inquiries on your website

❖ Welcome package
❖ Provide helpful information about the process
❖ Business hours & best communication methods
❖ Link to a ‘project worksheet’ to supply more details
QUOTE & ONBOARD

❖ After the fill out your worksheet:

❖ Book a meeting, without all the back and fourth

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QUOTE & ONBOARD

❖ Have these items templated and ready to fill and send:

❖ Proposal
❖ Estimate
❖ Contract (digital signature)
❖ Outline of next steps
❖ Frequently asked questions
❖ Password collection form
WEB FORM

- Gravity

EMAIL AUTOMATIONS

- MailChimp
- ConvertKit

E-SIGNATURE

- SignRequest
- Hellosign

MEETING BOOKING

- YouCanBookMe

PROPOSALS

- BetterProposals
- Proposify

AUTOMATION

- Zapier
- IFTTT
“We are what we repeatedly do. Excellence, then, is not an act, but a habit”

–Aristotle
PROJECT BUILDING
Hacks
PROJECT BUILDING

❖ Get your tools in order:
  ❖ Quit using paid themes clients pick!
  ❖ Use a universal theme
  ❖ Consider using a page builder
  ❖ Pay for premium tools
  ❖ Recommend and strongly encourage using your preferred host
PROJECT BUILDING

❖ Create a base install:

❖ Install a clean version of WP on your testing server

❖ Add the plugins and themes you use on every website

❖ Setup any basic page templates you commonly use

❖ Create a ‘coming soon’ page and have it already activated
PROJECT BUILDING

❖ What’s in my base install?
  ❖ SEO plugin
  ❖ Security plugin
  ❖ Contact form plugin
  ❖ Caching plugin
  ❖ Universal theme
  ❖ Page builder
  ❖ Advanced custom fields plugin
Now clone it!

- Use a WP Dashboard or plugin to clone your base install to start new projects
- Make sure to set up automatic backups in the dashboard
- Tag the project as in development
- Build an amazing web project!
“Content precedes design. Design in the absence of content is not design, it’s decoration.”

–Jeffrey Zeldman
GET PAID
Hacks
GET PAID FASTER

❖ **Set the tone from the beginning:**

❖ Set expectations and payment terms upfront (in your contract)

❖ Get a downpayment (30-50%) before any work begins

❖ Invoices hours worked monthly

❖ Automatic invoice reminders

❖ Accept credit card
GET PAID FASTER

❖ Earn reoccurring revenue via subscription payment:

❖ Website maintenance
❖ Blog posts / News updates
❖ Google ads
❖ Facebook/instagram ads
❖ Social media posting
❖ Email newsletters
SUBSCRIPTIONS

Zoho

Subscriptions

PAYMENTS

PayPal

stripe

INVOICING

Zoho

FreshBooks

HARVEST

Books
Questions?
OTHER RESOURCES

❖ WP Elevation
   https://www.wpelevation.com/

❖ and.co
   https://www.and.co/the-freelance-contract/

Thank you for attending!

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