

Launching Your Freelance Business Checklist

1. Your website with contact info
2. Email access
3. Announce on social
4. Send an sms to friends
5. Send a newsletter to friends, colleagues, and past employers

Finding Clients

You have to tell the world what you're doing and that you are there to help.

Activate Your Network

Level 1: Reach out to friends and family.

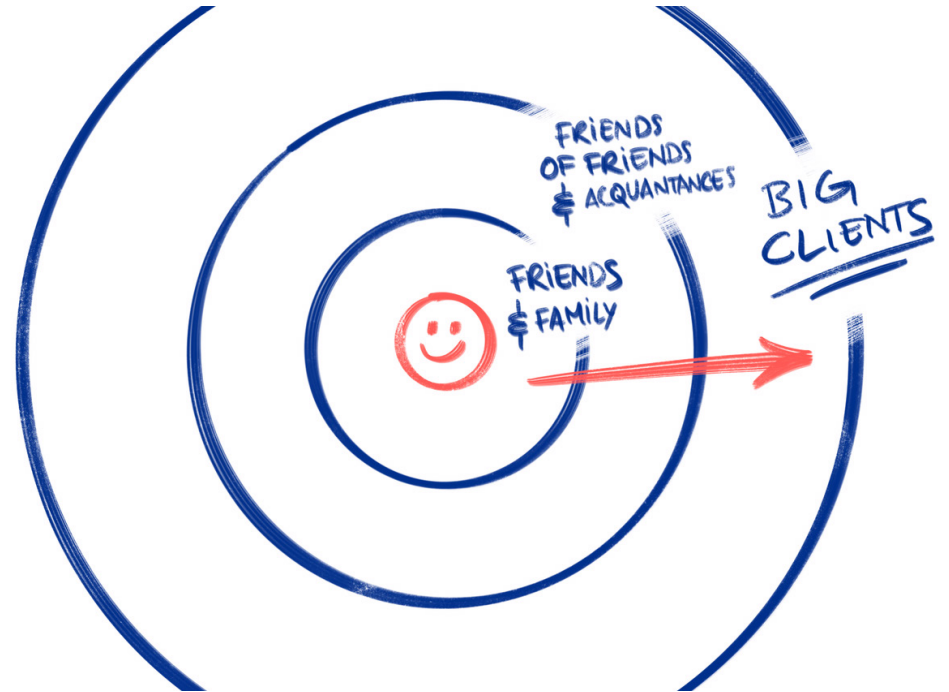
1. People who used to want you to design things for free - but now you start charging.
2. People you are comfortable speaking with and who already like what you do.

Level 2: Friends of friends & acquaintances

1. Do research - figure out where they might need help and how your services will help address their needs or provide them with opportunities.
2. Work on social skills in this level.

Level 3: Big clients: brands & agencies.

1. How can you help them with your skill set?
2. How would you reach or approach them?



How to Approach New Clients? Offline and Online

Current Employer

1. If you are currently employed, ask your employer if they would hire you as a freelancer.

Personal Network

1. The network previously mentioned of friends, family, and acquaintances.

Co-working or Shared Working Spaces

1. Find collaborations and get assignments.
2. Use the networking opportunities offered.

Events, Conferences, Meet Ups

1. Create connections that might lead to assignments and collaborations.
2. Pecha Kucha nights, Creative Mornings, Conferences, MeetUps, AIGA events
3. Public Speaking - people will come to you. You are the expert. Many events are open for submissions, so don't be intimidated.

Online Communities

1. Go where your potential clients hang out. FB groups / Slack Communities.

Cold Calling, Emailing, Direct Messaging

1. People are not fans of receiving unexpected calls. However, a short call with a specific question and later following up with an email could set you apart. For example - Find the editor at that publishing house or magazine. Call them and say you would like to design a cover or illustrate for them and could you send them your portfolio and get the best direct contact info for sending it. Then when they receive the email it may stand out?

➔ Tips for Engagement

1. Ask questions and listen.
2. Show genuine interest in what they do.
3. Engage in conversation and if you think you can help them, then step in and offer your services.
4. Get contact info and followup.

Promotional Materials

1. Great way of reaching someone else's desk.
2. Create a nice product and ship to someone specific.
3. A small nice thing can make the trade.
4. helps grow portfolio and find new clients.

Martina Flor Example:

1. She made a list of 10 people she wanted to work with.
2. She made a moleskin with her lettering that said "Call Me with a place for the name of the person" and added her business card.
3. **Results:** one of them assigned her with a book cover and four emailed and thanked her.



Promotional Materials

1. Postcards - easy to print. They can keep it as a keepsake or send it to someone else and your work can then circulate.
2. Can give as a gift in person as well or bring them to events to distribute.

Martina Flor Example:

1. Every year she sends a New Years greeting card .
2. She makes them conceptual, unique printing techniques, interactive, creates a call-to-action, or changes it up and either adds a pin, makes a poster or a coaster.
3. She sends to clients and friends.
4. She puts in her portfolio and submits to competitions.
5. She sends them to organizers of conferences and events.
6. And she sent to her future agent as well.



Social Networks

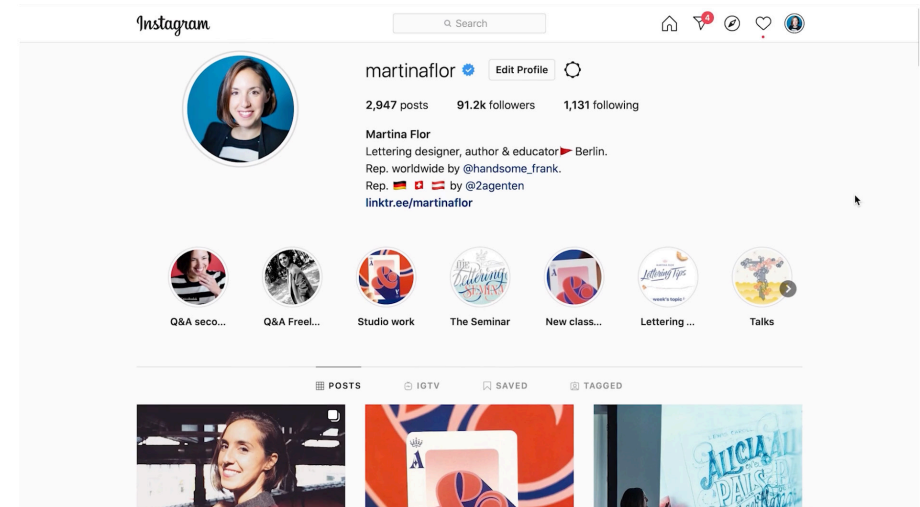
1. Give you the **power of telling your story** and reach your audience without the need for someone to do that for you.
2. The more **open and authentic** you are - the more your capability to connect with others. The strongest connections you can make are mostly through who you are and not your work. This sets us apart from big companies and agencies.
3. **Creative diary** - share process, projects, classes, and personal moments

Main Social Networks and How to Use Them

1. Think of social media as a club.
2. You need to be active to be part of the community and make connections.
3. You need consistency in the type of content you share.

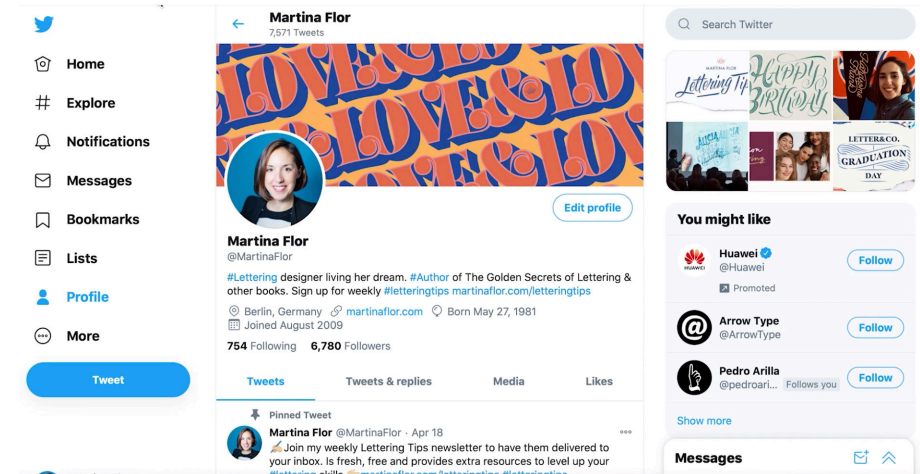
Instagram

1. Connect with peers, get inspired, while sharing process and projects.
2. Followers are also your fans - great place to sell your products.
3. Can show your business and life - pics of yourself, your space, possible team, client work, past projects, work-in-progress, family.
4. Use stories to connect with followers - answers questions.
5. Description of what you do, links to your website, shop, and newsletter - linktree.



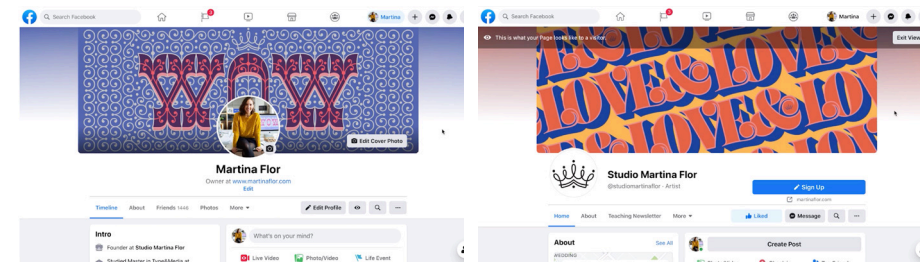
Twitter

1. Hang out with peers and converse about topics outside of your work.
2. Ask for advice and recommendations. For example, if looking for a printer or advice on a project?
3. Can run a poll.
4. Start conversations with peers.
5. Stay informed on latest news.



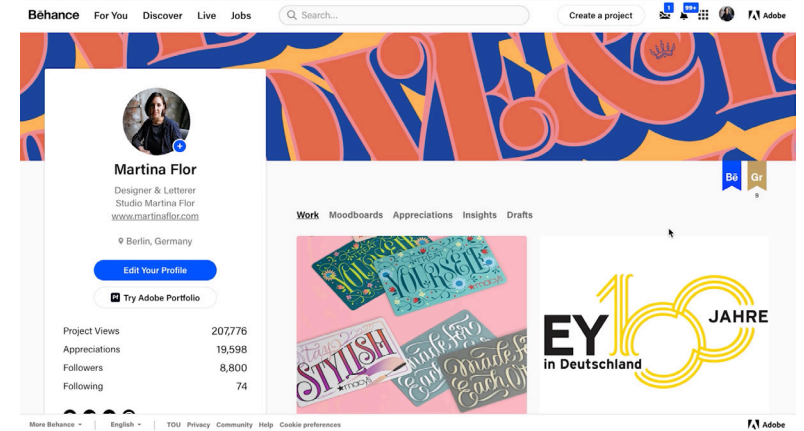
Facebook

1. Mix of all social networks.
2. Having both a personal profile and business profile are an option.
3. Share work on personal profile as well as personal content. Provide a nice mix.
4. You can connect easily with people from your closest network. People will reshare what you share.



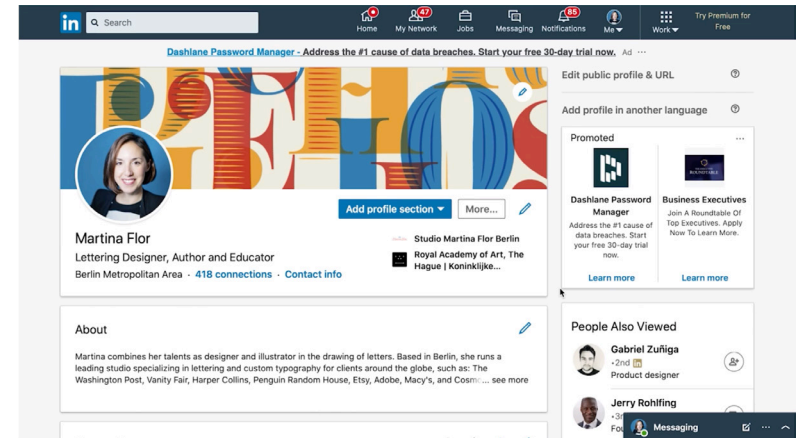
Behance

1. Can find assignments - art directors looking for talent.
2. Works the same way marketplaces work - they already have a relevant audience.
3. Can use templates to show and describe work.
4. Can gain followers and likes.



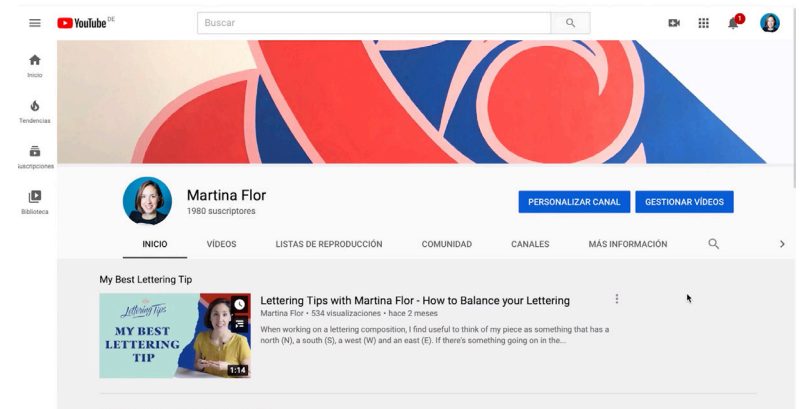
LinkedIn

1. Professional network to connect with other peers and companies.
2. Collaborators and clients can leave reviews.
3. Connect with old work colleagues and regain connections.
4. Different audience - people might be more in corporate world.



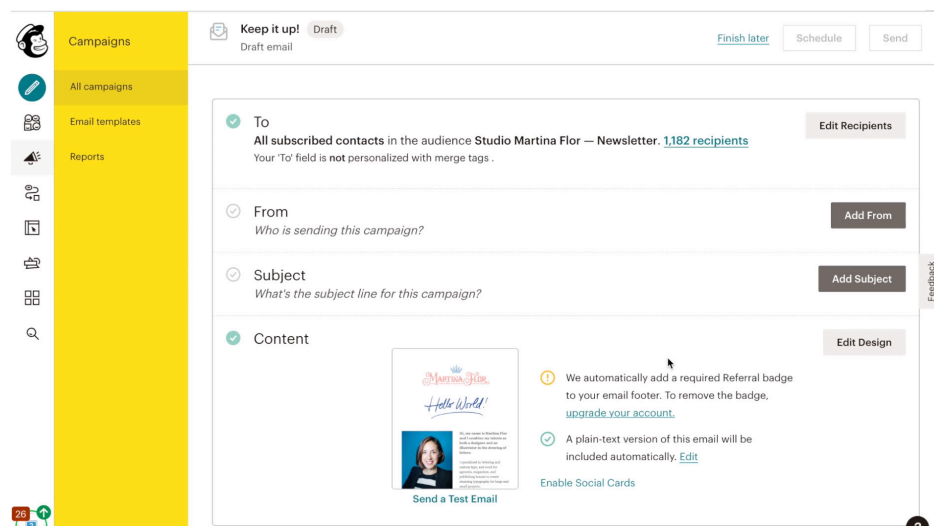
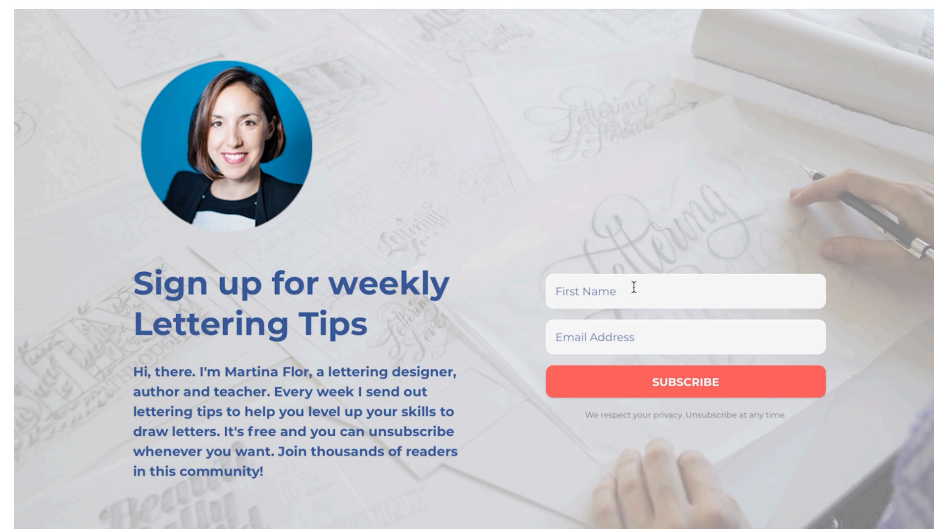
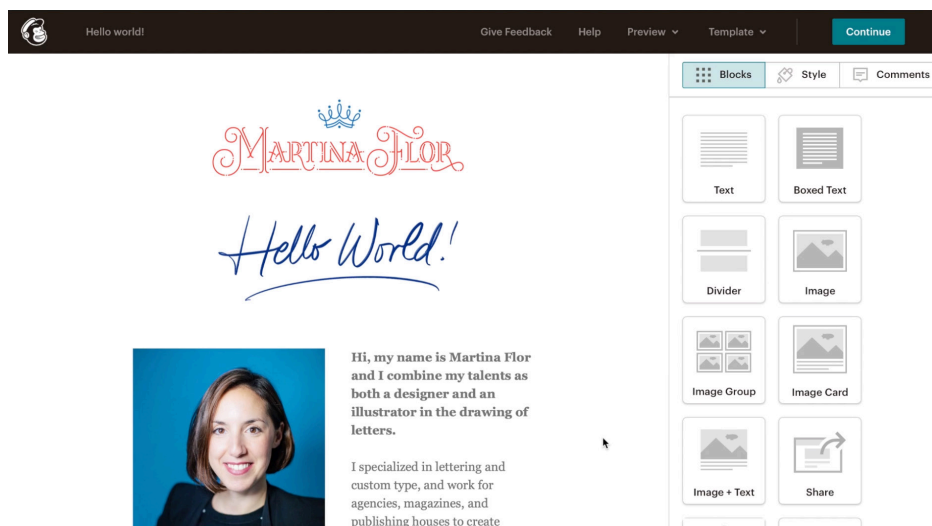
YouTube

1. Create engagement with audience of YouTube.
2. There is already an audience - drive them to your channels.
3. You can monetize your channel - passive income.



Newsletter

1. Mailing list when you are teaching or selling products.
2. Creates more ongoing engagement.
3. Keep communication going between you and your customers.
4. Need to create content that they might be interested in and would appreciate in their inboxes.
5. Example - weekly lettering tips.
6. Try **Mailchimp** - up to 2000 contacts free. Easy interface and nice templates.



Using Social Media

Branding

1. Use same profile pic, description, header, and username if applicable
2. Consistency!

Strategies for systemizing workflow.

3. Assign time slots to check on it - what makes sense and fits into your daily schedule.
4. Position posts into the workflow for a project.
5. For example, post it after you finish or process shots as you work on it.
6. Pre-schedule and streamline posts across various social media channels.
7. Try **Buffer App** - will schedule posts for Facebook, Instagram, LinkedIn, and Twitter. You can customize each post.

