

# Freelancing

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[dynamisers.com](http://dynamisers.com)

**Web Development, App Development, Social Media, Digital  
Marketing, Video Development, Workshops**

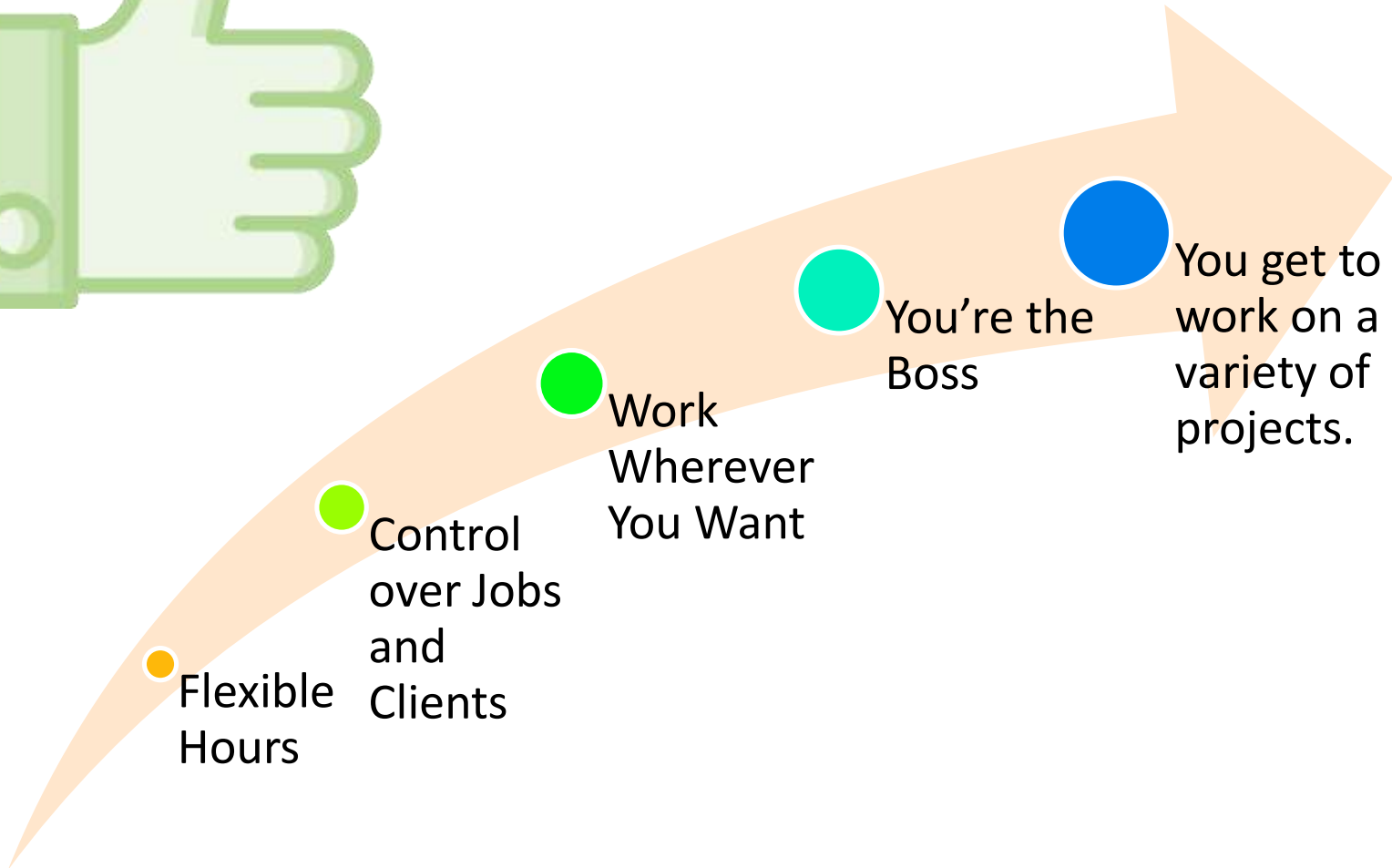
A freelancer, freelance worker, or freelance is a person who is self-employed and is not committed to a particular employer long-term



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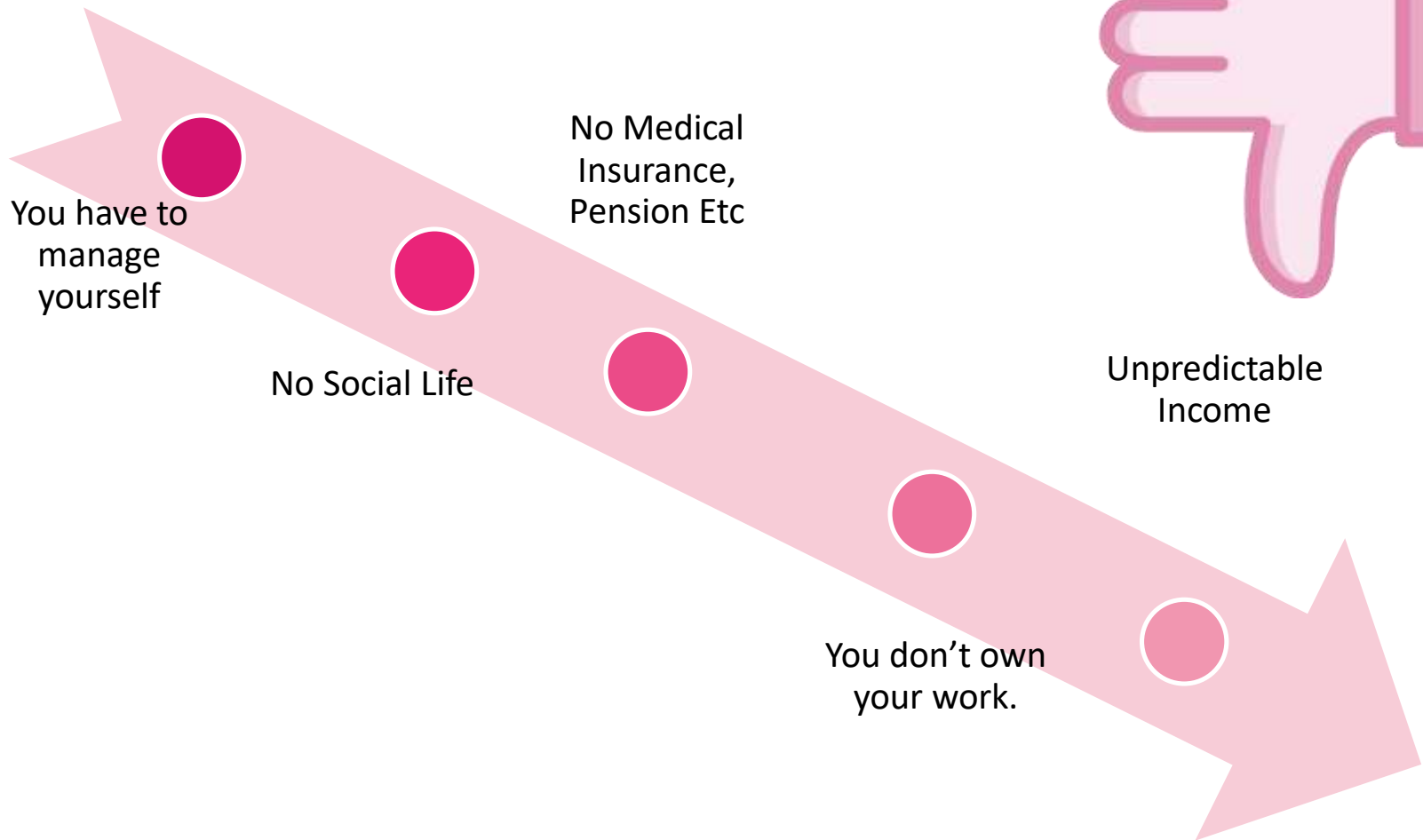
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# TOP TIPS

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## Develop and demonstrate a positive attitude

- Believe in yourself and acknowledge that you are good at what you do
- Act successful – people prefer winners to losers
- Cultivate a “can do” mentality

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# Get organised

- Create a proper contact management system
  - Every person and organisation capable of giving you business
  - Everyone you know who might know someone you can
  - Every person or organisation that you want to work with or for
- Use it meticulously, every day
- Create a folder for every client and potential client

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# Define your offering

- Clearly define your product and service offerings
- Work out your pricing model
- Identify your strengths and weaknesses (SWOT analysis)
- Identify your main competitors
- Identify what is special about your product and service offerings
- Review this on an ongoing basis

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# Specify your targets

- Identify your target audience and market segments
- Analyse existing clients by market sector to assess whether there are niche opportunities you can exploit
- Create a “most wanted list” of companies that you want to do business with – research them and add them to your contacts database

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# Create your brand image

- Basic logo
- Business cards, letterheads
- Website, email address
- Response materials and marketing collateral
- The way you dress, conduct yourself, talk, answer the phone and write business letters

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# Invest in a decent website

- Proper domain name - .co.uk or .com, for example
- Content-rich and dynamic
- Easy to navigate, quick to load
- Optimised for a good search engine ranking
- List in one or more of the major directories
- Don't forget a response mechanism and email opt-in

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# Use email for cost- effective direct marketing

- Mail only those people who have agreed to receive email from you
- Please do NOT send unsolicited email
- Send newsletters and white papers with interesting articles
- Offer advice, tips and offers
- Make sure that you have an unsubscribe option

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# Learn to network

- Develop and practice delivering a focused 60-second pitch
- Spend time developing your networking skills
- Join a local business networking group, such as BNI
- Go to PCG “Real Life Meetings”
- Build up a list of associates offering complementary goods and services

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# Grow your business by nurturing your pipeline

Hot

Warm

Luke warm

Cold

Existing and previous customers

Previous contacts

Referrals from good contacts

Networking activities

Web sites often list key officials (this is a good source)

Look out for press releases and company news in the press

Your “most wanted list”

Contacts harvested at shows and events

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# Manage your client relationships

Invest time  
in building  
the  
relationship

Understand  
each other's  
expectations  
and needs

Work to  
build trust  
and become  
a "trusted  
adviser"

Listen and communicate

Take care of  
the little  
things

Ask for  
feedback  
and – if  
need be -  
rescue early

Agree the  
guiding  
principles

Convey  
commitment  
and ability

Operate to  
the principles  
you have  
agreed

Never forget  
to  
communicate

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# Don't be afraid to ask for help

Outsource  
the things  
you really  
cannot  
handle

PCG has various resources:

Develop  
your  
network of  
freelancers

Find a  
mentor  
“buddy” to  
support you

Forums

Real life meetings

Fellow freelancers  
who offer website  
design, stationery  
printing and  
various other  
goods and  
services

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# Enjoy what you are doing

Belief and passion are contagious

If you are enthusiastic about what you do, your clients will share that with you

It's not just about making money – the real bonus comes from enjoying what you do and knowing that you can add value to your clients' businesses

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# And finally.....

Remember that having a positive attitude and believing in yourself are key to your success

Planning, organisation and persistence will pay dividends

People buy from people

Having a proper marketing strategy and expenditure is a pointer for being in business on your own account

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