

Freelancing

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com |

dynamisers.com

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

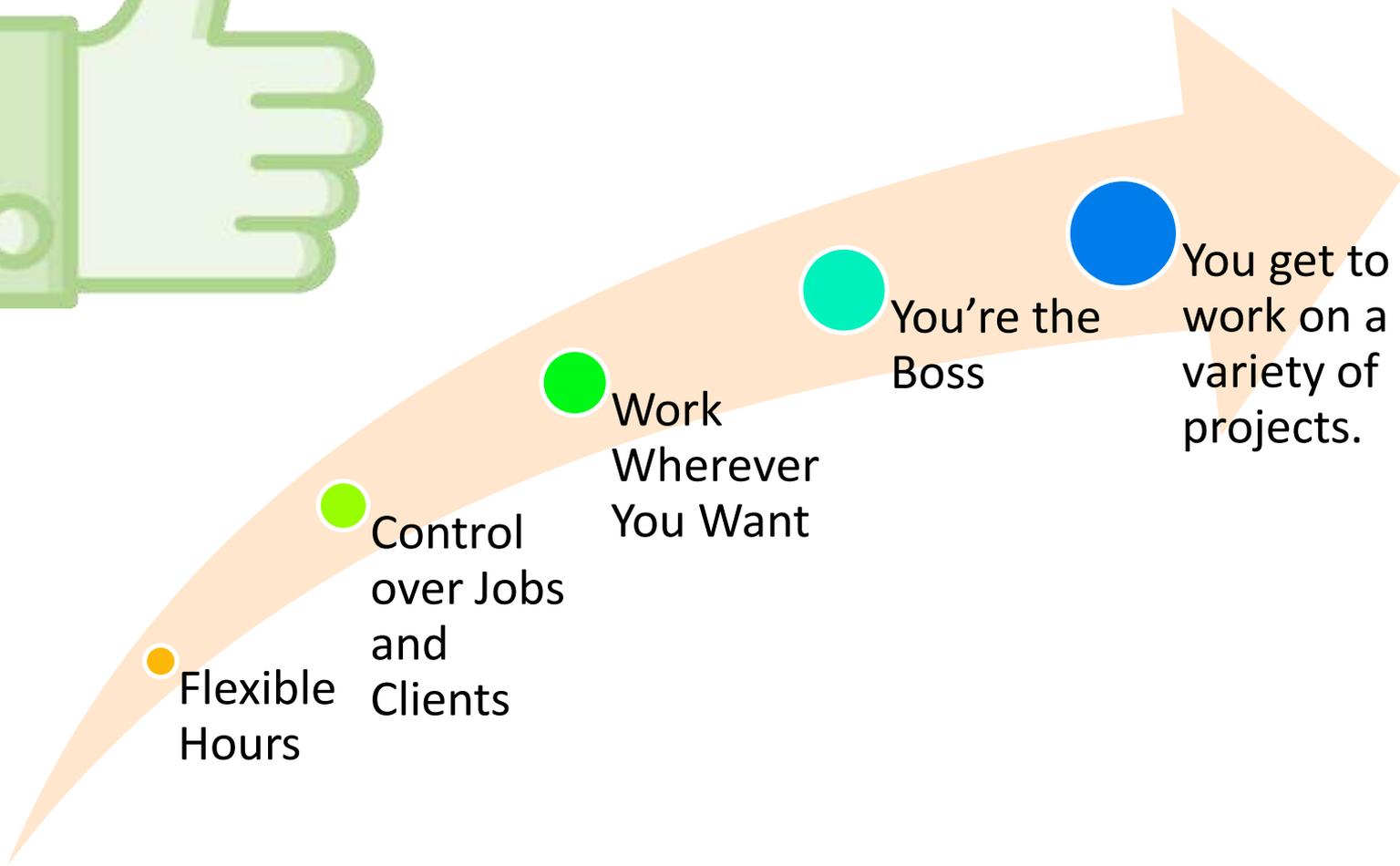
A freelancer, freelance worker, or freelance is a person who is self-employed and is not committed to a particular employer long-term



Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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



Flexible Hours

Control over Jobs and Clients

Work Wherever You Want

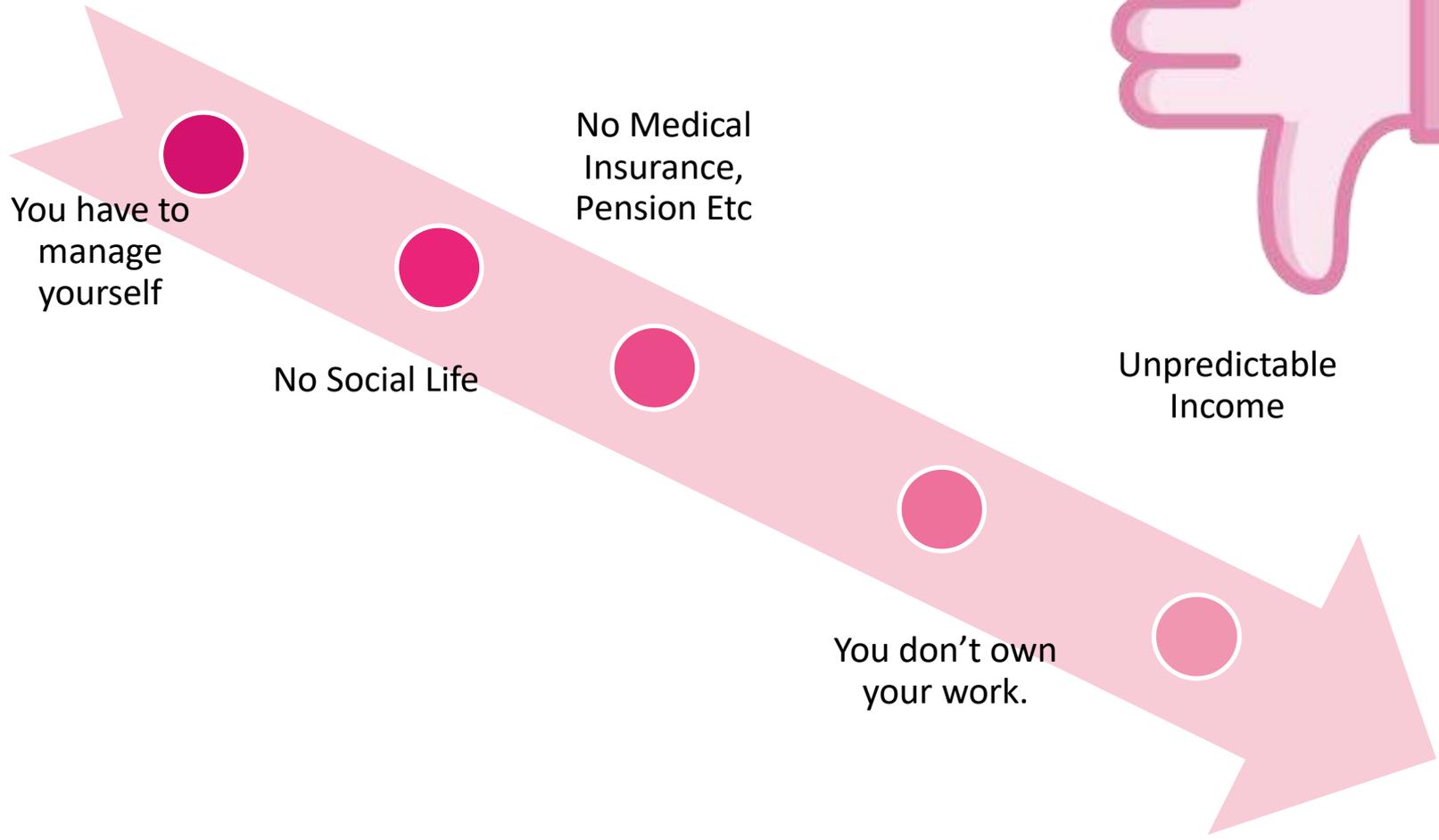
You're the Boss

You get to work on a variety of projects.

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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



Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

Upwork

Freelancer.com

Guru.com

Getacoder.com

Fiverr.com

Peopleperhour.com

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

TOP TIPS

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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

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

Sudipti Dhawan

+91 9999722117 | sudiptidhawan@gmail.com | dynamisers.com

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