

Tallisto

101 Simple Freelancing Tips

#1 Implement A Blog

Search engines and clients love fresh content. Use blogging to show your expertise.

#2 Track Your Time

Tracking your time helps you plan and budget billable and non-billable work.

#3 Don't Devalue Your Work

Your time and work are valuable, don't devalue it with low rates just to get the work.

#4 Manage Stress

Freelancing can be stressful. Take breaks to recharge mentally and physically.

#5 Follow Up

Follow up with all requests promptly and completely. It shows you're a professional.

#6 Be Dependable

Being dependable and professional makes you stand out against your competitors.

#7 Avoid Rework

Do it right the first time. It reduces rework and makes for happier clients.

#8 Get Some Payment Up Front

Get payment up front to show you value your work and that your client is serious.

#9 Ask For The Sale

Ask for the sale. Let the client know you're ready and excited to get the project.

#10 Ignore Bad Advice

Ignore advice that suggests there is a quick and easy way to make money.

#11 Take Days Off

Freelancing is 24/7. Time off for you, family and friends keeps you fresh and happy.

#12 Saving Records

Save complete & accurate records to protect you at tax time and with client disputes.

#13 Manage Your Reputation

You are the primary creator of your brand, manage your reputation every day.

#14 Listen To Clients

The client signs the checks, listen and learn about their wants and needs.

#15 Remain Level Headed

In difficult situations, stay calm and professional to make level headed decisions.

#16 New Ideas with Existing Clients

Your best opportunity for new work are existing clients, share new ideas with them.

#17 Use Social Media

Use social media to boost your presence across the internet and your network.

#18 Managing Scope Creep

Nothing kills the bottom line faster than scope creep. Save money and headaches.

#19 Reduce Clutter

Reduce clutter in your mind and workspace to work better, faster and smarter.

#20 Consider Local Business

Working with local businesses gives you a chance to build lasting relationships.

#21 Make Friends Different Skills

You can't do everything. Find others that compliment your skills and work together.

#22 Stay Organized

Stay organized with your time & money. Freelancing requires you to manage everything.

#23 Don't Forget To Upsell

Find ways to upsell. Even little things can make a big difference in your bottom line.

#24 Ask For referrals

The best referrals come from existing clients, ask for them whenever possible.

#25 Don't Do Free Work

Spec work is never free. Don't devalue your time or expertise by doing it.

#26 Share Your Business Card

Always share your business card. Give prospects a reason to remember you.

#27 Keep Portfolio and Profiles Current

Your best work is your latest, keep your portfolio & social media profiles up to date.

#28 Plan for Non-billable time

Non-billable administrative tasks take much longer than expected, plan accordingly.

#29 Portray Confidence

Being small doesn't equal lack of expertise or experience, be confident in your work.

#30 Outsource Some Tasks

Outsourcing tasks is better than trying to do everything. Spend your time wisely.

#31 Stay Positive

Freelancing work can be feast or famine. Stay positive, productive and always selling.

#32 Get Out Of Your Home Office

If you work from home, get out and work remotely. You may meet others doing the same.

#33 Find A Confidant To Talk To

Freelancing is hard, find someone you can talk to about the challenges you're facing.

#34 Don't Compete On Price Alone

Competing on price alone means you'll only get clients that want the cheapest work.

#35 Become An Expert On Something

Project work is easier to find when you're an expert in a key technology or skillset.

#36 Acknowledge The Downsides

Freelancing is not always glamorous.
Acknowledge and accept the good with the bad.

#37 Learn To Concentrate

Learning to concentrate and focus at any time
allows you to work from anywhere.

#38 Be On Time

Being on time and prepared shows you're a
professional and worthy of the work.

#39 Get Your Foot In The Door

Small work might turn into big work down the
road. Get your foot in the door.

#40 Learn New Skills

Always be learning new skills. It makes you more
marketable and more valuable.

#41 Learn To Work While Traveling

Freelancing is 24/7. Always be ready and willing to work even when traveling.

#42 Don't Always Say Yes

Not every project is a perfect fit. Saying "no" is sometimes the best answer.

#43 Create Quality Work

Creating quality work builds your brand, reputation and leads to future work.

#44 Use Contracts

Using Contracts protects yourself and your clients. Don't work without one.

#45 Limit Distractions

Limit distractions to be more productive, more creative and more successful.

#46 Project Cost Vs Project Value

The value of your time doesn't always equal the time it takes for the work.

#47 Don't Be Afraid Of Mistakes

Mistakes happen. Learn from them, handle them professionally and move on.

#48 Set Realistic Deadlines

Setting realistic deadlines will save you and your client many headaches.

#49 Express Interest In Client

Clients want to work with someone who is excited about and ready to work.

#50 Save For Big Expenses

Save a little each month to cover the big expenses when they come.

#51 Avoid Projects That Are Too Difficult

Don't work over your head. It leads to frustration and failure.

#52 Find A Niche

Finding a niche can help you maintain a steady steam of work.

#53 Work When You Are Motivated

Work when you're motivated, not when the clock says to.

#54 Be Open To Criticism

Be open to criticism and learn from it.

#55 Get New Clients

Clients come and go. Have a strategy for acquiring new clients and getting referrals.

#56 Respond Promptly

Respond promptly to keep conversation fresh. People forget and become uninterested.

#57 Build A Virtual Team

A virtual team gives you access to skills other than yours to take on bigger projects.

#58 Jack Of All Trades

Be an expert to get more leads for the work you're good at resulting in higher quality work.

#59 Proposals

Use a proposal to define projects. It's professional and reminds you of the agreement.

#60 Procrastination

Putting off tasks for too long results in sloppy work and eventually less clients.

#61 Spend Time With Family

Spend quality time with family. Without family support, stress levels will be higher.

#62 Don't Quit Your Day Job Right Away

Side projects help you build a client base before making the leap to full time.

#63 Have Allies

Having allies allows you to take on bigger projects while offering more services.

#64 Asking Questions

Asking questions helps define projects and understand responsibilities.

#65 Take Time To Reflect

Take time to reflect on your accomplishments to stay focused on growing your business.

#66 Account For Inconsistent Income

Inconsistent income is normal for a freelancer. Be prepared for gaps between payments.

#67 Set Working Hours

Set regular working hours so your clients know when you're available.

#68 Build A Library For Proposals

Create proposals faster by creating a library of products and services.

#69 No Paid Vacations, So Plan Ahead

Time off is important for freelancers, but plan ahead so your schedule is clear.

#70 Health Insurance

Insurance is available for freelancers. Make sure you have it so you're covered.

#71 Build Long Term Relationships

Establish long term relationships. People like doing business with people they trust.

#72 Work Harder But For Yourself

Freelancing is fulfilling, but you'll probably work harder than you did full time.

#73 Seek Inspiration

Inspiration fuels creativity and motivation as a freelancer. Always be on the lookout.

#74 Personal Projects

Personal projects let you work freely without parameters which is good for creativity.

#75 Always Marketing

Consistent marketing will keep the work coming in and will ensure you remain visible.

#76 Start Your Business Small

Start your business small by working on side projects or assisting other freelancers.

#77 Invest In Your Business

Putting money back into your business will help you maintain and grow your business.

#78 Continuous Learning

Continue to learn skills related to your industry and stay current with technology.

#79 Be Professional

Be professional. Client's will take you more seriously and will give you more work.

#80 Listening To Clients

Clients know their work best. Our job is to reach their goals with results in mind.

#81 Stay Healthy

Exercise regularly to stay healthy. Getting sick could be damaging to your business.

#82 Networking

Relationships through networking creates sales people for your freelance business.

#83 Doubling Checking Work

We make mistakes as freelancers. Double check your work or have a friend help you.

#84 Be Persistent

Follow up frequently to remind customers that you're interested in getting the work.

#85 Address Problems

Be aggressive and confident when addressing problems to help resolve them quickly.

#86 Enjoy Yourself

Enjoy your work. You'll be more creative in your work and will be more productive.

#87 Spread Out Work

Don't rely on one or two clients. Spread your work among many to avoid shortages.

#88 Paying Taxes

Taxes are due quarterly for freelancers. Pay them on time to avoid penalty fees.

#89 Manage Your Spending

Manage your spending as a freelancer by keeping your receipts to track expenses.

#90 Make Policies

Set policies so clients know how you work and what to expect when they hire you.

#91 Centralize Your Data

Increase efficiency by centralizing your data so it's organized and accessible.

#92 Make Yourself Accountable

Be accountable by sharing your plans with other freelancers to light the fire.

#93 Go Where Your Customers Are

Find where your customers hang out and talk to them in a genuine way.

#94 Take Good Notes

Take good notes so you're not missing important details or corrections.

#95 Learn To Communicate Clearly

Learn to communicate clearly to properly manage client expectations.

#96 Taking Breaks

Eat regularly and take breaks throughout the day to avoid burnout.

#97 Teach Others

Provide value by teaching others or sharing your past experiences.

#98 Ask for Feedback

Feedback is powerful and influences learning and quality of work.

#99 Business Comes First

Living the freelance lifestyle is nice, but be prepared to deal with the business aspects.

#100 Earn More Than You Spend

You have a lot of expenses to cover. Stay out of the red by watching your spending habits.

#101 Be Part Of The Community

Improve your credibility by increasing your visibility within your community.

Feeling more prepared for what's to come in the life as a freelancer?

Being a freelancer requires hard work and dedication to be successful. At times it can even be overwhelming with all the responsibilities that come along with it.

We hope that these simple 101 tips will help you be more successful and better informed in your journey as a freelancer.

To find out how we can simplify your work flow even more, visit <http://www.tallisto.com> to learn more about our simple accounting application.