SMALL BUSINESS

Start with a focused offer

Make it easy for the right client to understand how you help.

FREELANCER STARTER PACK

DEFINE THE PROBLEM YOU SOLVE

Name a specific client type, a useful outcome, and the work you deliver. A focused first offer is easier to explain and improve than a long menu.

EXAMPLE

·I create a monthly email newsletter for independent fitness studios so members hear about classes and offers.·

PUT IT INTO PRACTICE

Who has this problem often enough to pay for help?

What visible result can I responsibly deliver?

OFFER CHECKLIST

- [ ] Choose one primary service and one optional add-on.
- [ ] State what is included, excluded, and delivered.
- [ ] Set a realistic turnaround time and revision limit.
- [ ] Write three related job titles clients might use.

This guide is educational, not legal, tax, financial, or employment advice. Requirements vary by location and work type. Confirm registration, contracts, insurance, and tax obligations with official government sources and qualified professionals.

SMALL BUSINESS

Build proof before perfection

Show relevant ability without waiting for a large portfolio.

FREELANCER STARTER PACK

CREATE TWO USEFUL SAMPLES

Make samples that resemble the work you want, clearly label speculative work as a sample, and explain the decision behind it.

- [ ] Use a realistic brief.
- [ ] Show the starting problem and final deliverable.
- [ ] Add one sentence about tools or process.
- [ ] Remove confidential information.

EXAMPLE

A bookkeeper might create a fictional monthly close checklist and a sanitized dashboard using invented figures.

WRITE A SIMPLE PROFILE

Lead with the client outcome, then give evidence and a clear next step.

EXAMPLE

·I help local service businesses turn customer questions into clear web copy. View two samples, then email me about your next update.·

SMALL BUSINESS

Set up the working basics

Separate essential administration from optional software.

FREELANCER STARTER PACK

MINIMUM OPERATING SYSTEM

- [ ] Use a dedicated business email and a calendar you check.
- [ ] Keep client files in organized folders with access controls.
- [ ] Track inquiries, proposals, active work, invoices, and follow-ups.
- [ ] Save receipts and records according to official local guidance.
- [ ] Back up important files and enable multi-factor authentication.

KNOW WHEN TO ASK FOR HELP

Before accepting regulated work, hiring anyone, signing a lease, or making tax choices, consult official agencies or an appropriately licensed local professional.

PUT IT INTO PRACTICE

What records will I need to retain?

Which decisions should not be based on a template?

SMALL BUSINESS

Price with a clear scope

A price is more useful when the client can see what it covers.

FREELANCER STARTER PACK

ESTIMATE THE WORK

List discovery, production, meetings, revisions, administration, and delivery. Use past projects to improve estimates rather than promising an unrealistically fast result.

EXAMPLE

Newsletter package: kickoff call, content outline, one draft, one revision round, final email file; extra articles are priced separately.

PROPOSAL ESSENTIALS

- [ ] Client goal and agreed deliverables.
- [ ] Timeline, dependencies, and feedback dates.
- [ ] Fee, payment schedule, and accepted payment method.
- [ ] Revision boundaries and what counts as new work.
- [ ] A written approval step before work begins.

DECISION PROMPT

PUT IT INTO PRACTICE

If the client adds a request, can I point to where it fits in scope?

What information must arrive before I can start?

SMALL BUSINESS

Find clients through useful outreach

Small, researched outreach is more credible than mass messages.

FREELANCER STARTER PACK

CHOOSE THREE CHANNELS

Start where your likely clients already gather: referrals, local organizations, an industry community, a portfolio site, or a carefully chosen platform. Track activity by channel.

- [ ] Set a weekly outreach number you can sustain.
- [ ] Research before contacting someone.
- [ ] Ask past colleagues for introductions, not blanket endorsements.
- [ ] Follow platform rules and respect opt-outs.

SHORT OUTREACH SCRIPT

EXAMPLE

Hi Maya, I noticed your studio is promoting a new class series. I help studios turn those launches into member emails. I have one idea for making the schedule easier to scan. Would a brief conversation next week be useful?

PUT IT INTO PRACTICE

What detail shows this message is genuinely relevant?

What low-pressure next step am I asking for?

SMALL BUSINESS

Run a calm kickoff

Confirm the project in writing before production starts.

FREELANCER STARTER PACK

KICKOFF AGENDA

- [ ] Restate the goal, audience, deliverables, and deadline.
- [ ] Confirm who approves work and how feedback will be consolidated.
- [ ] Request source files, brand guidance, access, and examples.
- [ ] Agree on meeting cadence and preferred communication channel.
- [ ] Document decisions and send a short recap.

RECAP SCRIPT

A recap prevents memory gaps; it does not replace a contract or professional advice where one is needed.

EXAMPLE

Thanks for today. We agreed that I will deliver the landing-page draft by May 12, using the approved product notes. Please send consolidated feedback by May 15; one revision round is included. I will begin once I receive the photos and written approval.

SMALL BUSINESS

Deliver, invoice, and close well

A reliable ending helps a client return or refer you.

FREELANCER STARTER PACK

BEFORE DELIVERY

- [ ] Check every agreed deliverable and file format.
- [ ] Verify links, permissions, names, and dates.
- [ ] Explain what the client receives and any next action.
- [ ] Keep a final approved version and project notes.
- [ ] Send an invoice using the agreed schedule and terms.

CLOSING MESSAGE

EXAMPLE

The final files are in the shared folder. I included a short handoff note and the editable source file listed in our scope. Thank you for the collaboration. If anything is unclear during handoff, please reply by Friday.

REVIEW PROMPT

PUT IT INTO PRACTICE

What took longer than expected, and why?

What one process change would improve the next project?