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FREELANCING TIPS



eDesign Marketing

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ABOUT ME



Hi! My name is Elise and I graduated last year from the University of Strathclyde. Due to current circumstances, I found it difficult to acquire a marketing job so in order to gain more experience, I decided to start my own social media account where I offer marketing tips for other marketers and small businesses.

I have also done some freelancing work which inspired me to write this eBook in order to help others looking into freelancing. I have also received a lot of messages from people asking me about how I gain clients so I thought it would be good to have all this information in one place. I hope you enjoy reading this and I hope it helps you! Good luck!

HOW TO GET STARTED IN FREELANCING

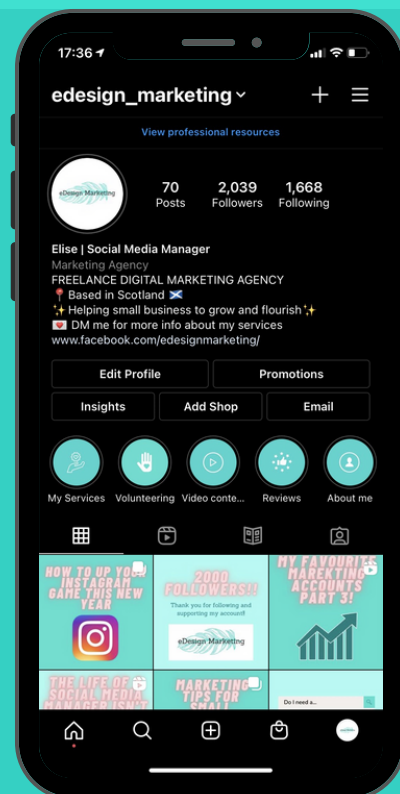
The first step to freelancing is to know what skills you have to offer. Whether this is social media management or graphic design etc. This will enable you to discover a niche which will help you to stand out from your competitors and ensure you are able to effectively target clients. This will also instil trust with potential clients as you show that you are an expert in your field. This will also help you when developing your freelancing services/packages.

Likewise, make sure you have a welcome packet for new clients. This will just show them what to expect when working with you such as your opening times, how often to stay in touch, response rates etc. This will make it easier for both of you as it will set out exactly what is expected from each side, reducing any confusion or doubt. This will also help to ensure that you are able to take time off as freelancing can be very time consuming

HOW TO HIGHLIGHT YOUR SKILLS

IF YOU ARE USING INSTAGRAM TO ATTRACT CLIENTS, BE SURE TO UTILISE YOUR HIGHLIGHTS. THIS WILL ENSURE YOU ARE ABLE TO PROVIDE ANY ACCURATE AND RELEVANT INFORMATION THAT WILL HELP TO CONVERT BUSINESSES INTO PAYING CLIENTS. THIS CAN BE SUCH THINGS AS; TESTIMONIALS, YOUR EXPERIENCE, ABOUT YOU, WORK YOU HAVE DONE BEFORE, CERTIFICATIONS.

THERE ARE PLENTY OF THINGS YOU CAN CHOOSE FROM SO BE SURE TO GIVE PEOPLE AS MUCH INFORMATION IN ORDER TO HELP THEM MAKE AN INFORMED DECISION. THIS WILL ALSO REDUCE ANY TIME IT TAKES TO ANSWER ANY OF THEIR QUESTIONS.



CLIENT PERSONA

WHO ARE YOU TRYING TO TARGET?



Having a client persona is extremely important. By understanding who your ideal client is, you will be able to target them much easier. This will be particularly useful when you are doing any paid ads. For instance, when I do any paid advertisements I make sure to understand who my ideal clients are and what interest they have in order to maximise the number of responses I receive.

Therefore, market research is essential when doing any form of freelancing. Once you understand who your ideal client is, create valuable posts that you think will interest them. This will show them that you are an expert and are capable of helping their business.

MY TOP TIPS FOR FINDING YOUR IDEAL CLIENTS:

1. Be sure to know what industry they are in and research it. You want to show them that you know what you are talking about, so see what trends are out there and what their competitors are doing!
2. See what hashtags they are using and be sure to use these in your posts, so you are more visible to them! This will save you time in the long run.
3. Form relationships with them and engage with their content before reaching out! This will instil trust and enhance the likeliness of them hiring you.

CLIENT PERSONA CHECKLIST



What needs does my typical client have?



What does my ideal client need help with?



What goals are they trying to achieve?



What issues do they face?



How are my services going to resolve their issues?



HOW TO ATTRACT YOUR IDEAL CLIENT

HOW CAN YOU GET THEIR ATTENTION?

When trying to attract clients, the one thing you shouldn't do is to sell to them instantly. This will waste your time and theirs, so be sure to take your time to build relationships. Gaining clients can be timely, so be sure to stay positive even if it takes a while to secure your first client. Therefore, start by engaging with their content and leaving meaningful comments. This can help you to start a conversation with them and hopefully build a strong relationship.

Likewise, be sure to build a strong brand that will develop trust and credibility. To achieve this, make sure to humanise your brand! Don't be afraid to show your face on screen.

This will make it easier for potential clients to get to know you better and see if you would be a good fit for their business.

QUICK TIP: If your ideal client's business is selling a particular product, in this case let's say they sell sunglasses, then be sure to incorporate sunglasses into one of your videos or pictures. This will show that you have an interest in the product and shows a more subliminal interest!

Moreover, highlight your brand mission and values in order to portray your brand in a more positive way. This will show them that you care about your clients and why you want to work with them.

CONTENT IDEAS TO ATTRACT YOUR CLIENTS

WHAT SHOULD YOU POST?



When creating new content, be sure to produce valuable content that will resonate with your ideal clients. For instance, when I plan content, I make sure that what I post will interest small businesses and give them tips that will help them. This shows them that I know what I am talking about and that they can trust my knowledge!

Content Ideas:

- About you
- Past work you have completed
- Your mission and values
- Tips that would help your ideal client
- Why they should hire you
- Marketing tips (show them you know your stuff)
- Reviews (if you have any)

HOW TO SELL YOURSELF

HOW TO SLIDE INTO THEIR DM'S



Once you have taken the time to engage with your ideal client and gotten to understand their business better, it is time to sell yourself!

I have included a generic example below of what you could say to them when you do get in touch! Be sure to try and adapt it to every business and be as specific as you can!

“

Hi there. I just wanted to reach out and say that I love your business. I am passionate about (their product) and I would love to discuss how I could potentially help your business to grow. I offer various marketing services which are all listed on my highlights. Let me know if any of them interest you. Thanks, Elise

”

QUESTIONS YOU NEED TO ASK YOUR CLIENTS

YOU MUST UNDERSTAND YOUR CLIENTS NEEDS FIRST

1. What services are you looking for?
2. How many posts/work/hours are you expecting per week/month?
3. What is your marketing budget?
4. How long do you expect you will need my services?
5. What problems are you facing?
6. What are your business goals?
7. Who is your target market?
8. Do you currently have any ongoing campaigns?
9. Where would you like to drive web traffic?

PRICING

HOW TO PRICE YOUR SERVICES

There are many things to consider when pricing your services. The first thing I will say is not to undervalue yourself. A lot of time and effort goes into freelancing, therefore, if any clients ask about your pricing, be sure to highlight the amount of work that goes into your service.

Similarly, be sure to consider any holidays you will be taking in order to ensure you are able to take time off and still be financially sound.

Additionally, there are 2 ways you can set your prices 1. hourly, 2. by package. It depends on the services you offer but if you do choose to sell your services in a package, you can always base it off an hourly rate.



This will guarantee you are able to receive proper remuneration. However, here are some ways you can calculate your hourly rate:

1. Work out your desired salary
2. Work out your daily rate
3. Work out how long it takes to complete your services
4. Work out all your expenses
5. Think about the value it brings to your client

For example:

$40 \text{ hours/week} \times 52 \text{ weeks/year} = 2,080 \text{ hours}$
 $\$100,000 \text{ desired salary} \div 2,080 \text{ hours} = \text{roughly } \50 per hour

There are various ways you can work out your hourly rate, my preference is to work out my ideal salary and calculate it from there. Be sure to calculate holidays within this too as we all deserve breaks!.

SERVICE PACKAGES

HOW TO CREATE YOUR FREELANCE PACKAGES

SOCIAL MEDIA PACKAGES - STARTER		SOCIAL MEDIA PACKAGES-INTERMEDIATE		SOCIAL MEDIA PACKAGES-ADVANCE	
Logo Design	£25	Market Research	£50	Market Research	£50
New Bio	£10	Hashtag Research	£15	Hashtag Research	£15
Market Research	£50	30 minute engagement	£30	30 minute engagement	£30
1 post per week	£15	3 posts per week	£40	5 posts per week	£70
1 daily story	£15	3 daily stories	£40	5 daily stories	£70
20 minute engagement	£20	Monthly analysis	£20	Monthly analysis	£20
Total price- £135		Total price- £195		Total price- £255	

If you are considering to create service packages, it's best to make sure that they will resonate with your ideal client. This can be trickier to do as you really need to understand your customer so it might be a good idea to hold off on the packages until you have talked to a few businesses and gain an understanding of what your clients need help with! As you can see from the images above, this is what I have done.

As a result, you will be able to provide a more targeted service, enabling business to see exactly how you can help. It will also enable them to see if there is anything they believe would benefit them as a whole rather than just one service.

However, once you have established this, it is a much more effective way of securing new clients as it will provide them with more clarity when deciding whether to hire you. It is also good to highlight the prices for each service in order to justify the total cost.

Once you have established your service packages, be sure to present them well either on your website or social media. It might also be a good idea to communicate to potential and current clients why you have created these packages and how it will can help. This will enable them to understand how these packages will specifically benefit their business as well as help them understand why they need to hire you, whether they considered hiring a freelancer or not.

CLIENT MANAGEMENT

HOW DO YOU MANAGE YOUR CLIENTS ONCE YOU HAVE SECURED THEM



Once you have acquired various clients, it's important to know how to effectively manage them. What I like to do is create a spreadsheet for each of them, taking notes of all the work I have completed as well as the kind of services or package they have hired me for.

By having a clear record of all of this, it will help you to ensure you are able to meet deadlines and create a high-quality portfolio of work. It will also save time and confusion, ensuring your client is satisfied with your work and would recommend you to other businesses.

What to include in your client records:

1. Establish their preferred way of communication
2. Schedule weekly client meetings
3. Research of the company and their goals
4. Who their target market is
5. Content/Marketing plan

Be sure to also keep your clients up to date with your progress and don't be afraid to get in touch and ask any further questions as you go along. Your aim is to help them so clarity is your best friend.

HOW TO PROTECT YOURSELF

MAKE SURE NO ONE WILL STEAL YOUR WORK WITHOUT PAYING FOR IT!



It is important to ensure that if you are going to complete any work for a client that you protect yourself. In order to guarantee you don't have any bad experiences or are unpaid for any work you produce, this is what you can do. Firstly, be sure to ask for a deposit upfront. This will make sure that they are able to pay. It also means that even if you have done work for them and they change their mind, that you will still get paid for your time.

Secondly, make sure that for any designs you make that would include a watermark on it. This means they can't use this design without paying you. It is also simple to do.

For example, if you use Canva, add text to the design, preferably your logo, and use the transparency feature to make it into a watermark. As a result, this will keep your designs safe.

Thirdly, be sure to get your clients to sign a contract upfront that states all the work and prices you have agreed on over a particular period of time. This will make sure that if they don't pay you that you can take them to court (hopefully you won't have to do this, but it is better to be safe). Also, as stated earlier, be sure to keep a record of all the work you have done as this will help in any legal or tax scenarios.

WHAT YOU NEED IN A CLIENT CONTRACT



1. Name, contact information, dates
2. Your role
3. Payment information
4. Deadlines
5. Independent contractor
6. Termination terms
7. Ownership of designs

PORTFOLIO AND REVIEWS

WHAT YOU CAN DO TO INCREASE YOUR REPUTATION



Having a portfolio of the work you have completed for past clients will allow you to showcase your abilities, thereby, encouraging other businesses to hire you. It presents evidence of how well you are able to meet goals and effectively grow a powerful brand. Make sure to include a variety of work in order to highlight all of your skills and be sure to use your strongest pieces of work.

It is also good to try and create various digital portfolios such as, your Instagram highlights, a website, use your LinkedIn and your Facebook page. It might also be good to use Pinterest as it is such a visual platform, and you will be able to create a board around the work you have done.

It is definitely beneficial to use multiple platforms as you will be able to enhance your brand awareness as well as reach new audiences.



It is also beneficial to publish your reviews in order to highlight how well you were able to help your past clients. It also enables potential clients to see how well you have helped other businesses and how well you deliver on your promise, thus encouraging them to consider you for your services.

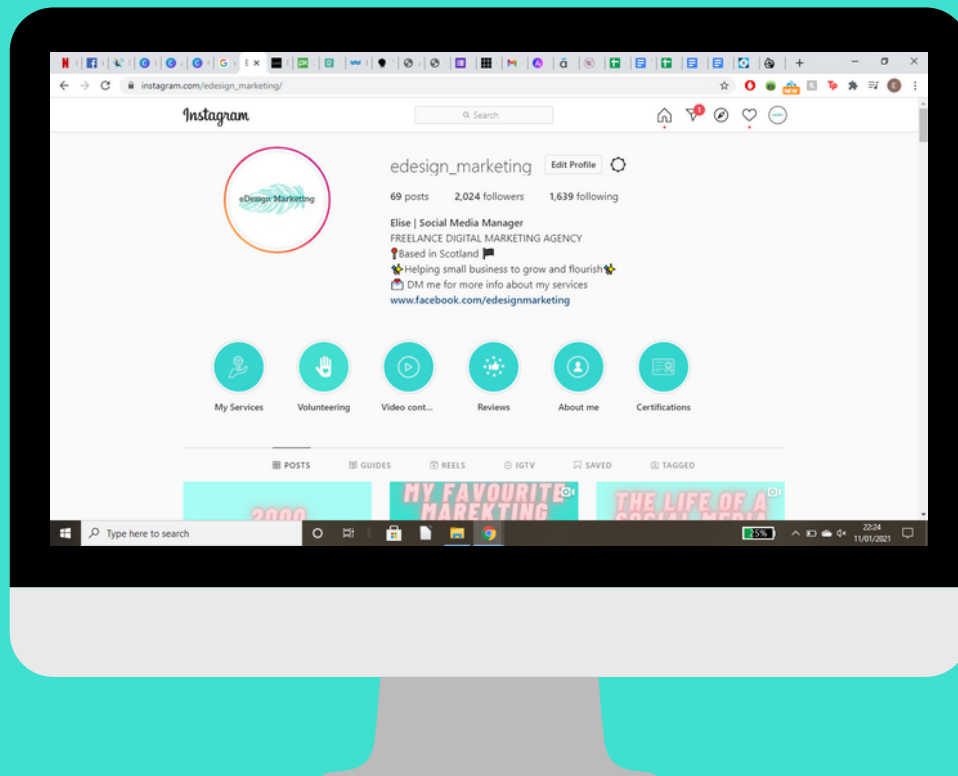
Don't be afraid to ask clients for reviews, especially if you are new as this will really help you to build trust and enhance your business' reputation. It will also demonstrate that you are a serious business which will help you to overcome your competition and become the first choice.

Reviews are also a great way to get found online as it is great for SEO purposes. Google actually takes reviews into consideration when calculating the ranking.

CONCLUSION

I HOPE YOU FOUND THIS HELPFUL!

FOLLOW



Thanks for taking the time to read my eBook! I hope that this has helped you understand more about freelancing and has presented some useful tips to help you be successful.

I wish you all the best of luck for securing new clients and building a strong portfolio of work.

Be sure to follow my Instagram account [@edesign_marketing](https://www.instagram.com/edesign_marketing) for more freelancing tips if you don't already!

BOOK A CONSULTANCY SESSION!

TAKE THE NEXT STEP FOR YOUR FREELANCING SERVICES!



I offer 30 and 60 minute consultancy sessions!!!

30 mins - £15

60 mins - £25

We can chat about how you can:

- attract new clients
- what services to offer
- how to price your services

or anything you are struggling with!!

Feel free to book a time that suits you!

To book, go to my bio!!