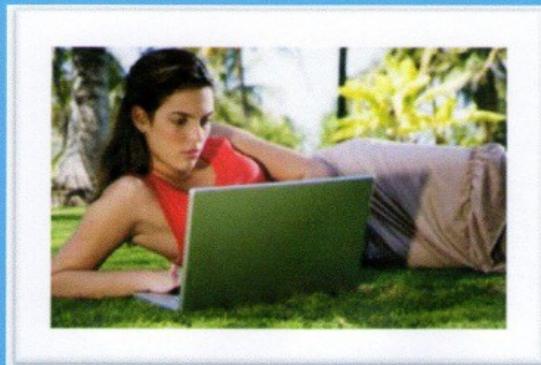


# HOW TO BE A FREELANCING SUCCESS

By Laurence Pollwade

Everything You Ever Wanted To Know About  
Freelancing In The One Place.



Freelancing ...  
Be your own boss and earn while doing something you enjoy

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## Who is this?

*Here's how it reads:*

### **PORTRAIT OF AN ACHIEVER**

Failed in Business – Bankruptcy. 1831.

Defeated for Legislature. 1832.

Sweetheart/Fiancée Dies. 1835.

Nervous Breakdown. 1836.

Defeated in Election. 1836.

Defeated for U.S. Congress. 1843.

Defeated again for U.S. Congress. 1846.

Defeated once again for U.S. Congress. 1848.

Defeated for U.S. Senate. 1855.

Defeated for U.S. Vice President. 1856.

Defeated again for U.S. Senate. 1858.

**Elected President of the U.S.A. 1860.**

It's ABRAHAM LINCOLN.

But who would have guessed?

**“You cannot fail... unless you quit!”**

*“Great spirits have always encountered violent opposition from mediocre minds.” -- Albert Einstein.*

*“One reason so few of us achieve what we truly want is that we never direct our focus; we never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular.” -- Anthony Robbins.*

## Introduction

If you've had your car serviced or eaten out in a restaurant or café, you outsourced that activity or task because you either couldn't do or didn't want to do yourself. Everyone outsources tasks in their lives because you can't possibly be an expert at everything. That's why there are so many types of "bricks and mortar businesses" as well as thousands of online businesses.

**Outsourcing** is when you have someone do something for you and you reimburse them, either through a financial reward or a bartering system where you may swap skills to benefit both people. E.g. A webmaster and a writer combine their talents to build a successful website design business because they have complementary skills.

**Freelancing** is when people work for themselves and are classified as self-employed. The people that do your article writing, web site design and other types of work are classified as freelancers.

Freelancing and outsourcing are inextricably linked together because most successful freelancers know that it's a wise idea to outsource aspects of their business that they either can't do or simply don't have the time to do. Once you become successful, your main focus should be on earning money, not doing tasks that detract from that goal.

Now you know the meanings of freelancing and outsourcing, you need to understand the benefits. Firstly we'll cover outsourcing. The benefits include:

- Access to a wider range of skills that enable you to appear to have expertise in more fields.
- Saving you time because you don't have to do all the tasks yourself.
- Saving money because you can concentrate on the skills you **do** possess and leave the mundane or hard jobs to someone else.
- Having the capacity to get more things done at the same time. Multi-tasking is one of the keys to building your business.
- The ability to focus on money-making activities instead of getting bogged down with administrative and other tedious details.
- Employing people to do specific jobs instead of having them on a salary.

Outsourcing can be easy or difficult. It depends on how you choose to tackle

it and what sort of jobs you need doing.

You may prefer to give all your work to a single company or you could deal with individuals through sites such as [vworker](#), [elance](#) and [odesk](#). These sites enable workers to bid on your job and you get to choose the most suitable person.

It's crucial to understand that the **lowest** bidder may **not** be the one you should hire. Many people, especially those from non-English speaking countries, are keen to work and you'll get them offering bids of 50 cents or \$1.00 to write an article or do other tasks that more experienced people wouldn't even consider doing for that price.

Now we can look at some of the major benefits of freelancing. They include:

- Being your own boss.
- Working from home.
- Saving on fuel and other expenses.
- Start up costs are generally much lower compared to a traditional bricks and mortar business.
- Claiming specific tools and even traditional expenses such as utilities and rent or mortgage on your tax return.
- A reduced need for work clothing because you can wear what you want.
- Flexible hours which is great if you have children to look after and household chores to complete.
- Freelance work is often available from numerous sources, depending on how much money you need.
- Developing new skills.
- Work at your own pace.
- The ability to work from anywhere (depending on the job.)

### **Should You Outsource Some Of Your Work?**

This can be a difficult decision. No matter what type of business you're in, you won't have expertise in every field related to that business. In order to make money, you **do** have to spend **some** money. You can always start small and slowly let your business expand. There's no reason why you shouldn't outsource some of your more tedious or difficult tasks so you can concentrate

on the things you're good at.

It's normal to outsource article and blog post writing tasks or administrative jobs because you only need to provide the information required and the money asked for by the winning bidder or private contractor. There are thousands of freelancers out there who can apply their skills to earn money. Indeed, if you're good enough, it can become a lucrative career.

However, there are loads of different tasks that you can outsource IF that's what you want to do. These include: admin tasks such as transcribing letters, formatting data and online research. You can pay someone to design and create your website(s) and/or blogs. You can also outsource the updating of such sites to writers and webmasters.

Here's a checklist of tasks you may want to outsource.

[The Outsourcing Checklist](#)

Here is a list of jobs you may consider doing yourself if you have the necessary skills. [Virtual Assistant Ideas](#)

You'll find that personal productivity increases if you're only doing tasks that you **want** to do. But you have to choose what those tasks are. You certainly don't have to be a Fortune 500 CEO to have other people working for you. You simply need to be smart about the use of your time.

## **Don't Let These Time Killers Control Your Business**

*“Every minute you spend in planning saves 10 minutes in execution; this gives you a 1,000 percent Return on Energy!”*

*-- Brian Tracy.*

Email is a wonderful tool but remember it's only a TOOL and not your heart or brain. In other words, YOU control it and not the other way around. There's no need to be logged into your email account all day unless you're expecting an urgent email. Even if this is the case, don't read other emails as they arrive. Allocate yourself certain times of the day to check them. Perhaps first thing in the morning, around lunch time and before you finish for the day. If you control your emails this way, you'll have a couple of extra hours each day to put to better use.

Social networking sites such as Facebook and Twitter are great but don't waste too much time on them or your working day will disappear into a black hole because you can't regain time that you've wasted.

Don't be a control freak. It isn't imperative that you do everything yourself. The art of delegation is crucial to any successful business. The CEO of McDonalds doesn't make hamburgers every day. The CEOs of Walmart or IKEA don't spend their days in the stores serving customers. Why not? Because they pay other people to do those jobs for them. They also have secretaries, administrators and managers at various levels. All of these people have been delegated work by the man in charge.

You're in the same boat. You can outsource your article marketing, data entry work, customer service work, research and even your personal shopping, cooking and cleaning to other people so your valuable time is free for the important matters that need your attention.

This ebook will answer some of the questions you may have about setting up your business.

## [Home Business FAQs](#)

### **Where To Start When Choosing To Outsource A Project**

There are many ways to find someone to do your work. If you haven't outsourced anything before, the most common practice is to check out auction sites that allow you to post a job. People bid on that job and you choose someone to do it. Check out the resources section of this book for some popular sites. There are loads of sites such as this. Most of them are run in a similar fashion but there are also important differences. Always read the fine print before signing up for any of them.

Check out the sites for yourself so you can get a feel for the ones that may be best suited to your needs. Some require the employer to pay extra fees. Other sites make the worker pay them. Usually the worker includes that fee in their bid so the employer ends up paying it anyway.

The **fees** can affect how you do business so thoroughly read all the

requirements before committing to anything. It's important to read the fine details for both the employer and worker. Then you're not going to be for any nasty surprises.

The employer is usually required to pay the fee into an escrow account before the worker starts the job. That way, the freelancer knows that if they do the job properly, they **will** be paid. That takes the stress off both parties and allows the work to get done.

Whether you're an outsourcer or a freelancer, you should carefully consider the financial side of your business. As an outsourcer, you want to get value for money. If you choose the lowest bidder for article or blog posts, you may get poor quality, especially if the freelancer comes from a country where English is not their first language.

Often an outsourcer can ask to see samples if it's a writing job. Most freelancers have samples ready to offer to demonstrate their ability. However, be wary of asking for more than one sample because that's not exactly fair to the freelancer.

These same people usually place low bids for jobs because they know they can win many of them because experienced writers won't bid such low amounts of money.

If you're a freelancer, it's important to bid sensibly. I know you want to make as much money as possible but the higher your bid, the greater the chance there is that you won't win the job.

If you were to write a basic, easy to research and write, 500 word article, the average fee for that would be \$10 - \$30. Of course it does depend on your clients and your own level of expertise. I have earned more than \$100 for a single article but it doesn't happen often for me yet. It depends on various factors. As an outsourcer, you should have flexibility so you can pay someone what they're worth.

As a freelancer, you can alter your fees, depending on the client. If they're a one off, you may be able to charge more. If they look like being a long term client, you might consider charging a lower fee to attract more work from them. Don't undervalue your abilities. There are always going to be people out there who will want you to do things for next to nothing.

Don't let employers fool you by saying they "*have so much work they'll give you as long as you offer a low bid.*" That doesn't happen a lot and quite often it's just a shifty way for an employer to get you to agree to work for less.

However, if you provide a decent explanation of how you calculated your bid, you may have better luck at winning jobs. Be prepared to offer a written sample to back up your application for jobs.

Remember that you'll often have to pay fees to Paypal. They have their own fees PLUS, depending on the country, a currency conversion rate as well. You can ask people to pay you as a gift to avoid some of the paypal fees because they do add up over a long period of time. It may only be \$2 here and \$3 there but if you lose \$500 in a year, that's a lot of money. For example, my total fees and conversions for the last 12 months added up to over \$700.

Most sites have a wide range of workers, employers and jobs from right around the world. There are listings for every job you could imagine and also many you probably have never thought of. Going through some of the jobs that are advertised can help you think of other jobs to outsource that you may not have even considered but would like to because it would free up more of your valuable time.

Popular bidding sites you can use to outsource work or find work as a freelancer include: [vworker](#), [elance](#) and [odesk](#). However, there are lots more listed in the resource section at the end of this book.

Outsourcing is very popular in certain overseas countries with large populations that often work for extremely low wages. These countries include: India, China, The Philippines and South America.

**India** is recognized as the world's largest country for call center outsourcing because it was the first country to be specifically targeted by companies in need of such centers. No matter whether you ring your internet provider, power supplier or computer support center, the chances are quite high that an overseas person would answer the phone. They are supposedly very successful because the wages are so low that companies find it easy to handle within their budget.

**South American** countries such as **Argentina** and **Brazil** as well as **China** and the **Philippines** are also very popular call center locations partly because

their languages are commonly used by millions of people in the US and other countries. Low wages and the 'Americanization' of these countries makes them appealing hotspots for these centers.

However, there are many negatives to using outsourced personnel. There's the language barrier if they have to deal with customers in the US, UK, Canada and Australia. Apart from English not being their first language, there are many different types of slang, jargon and also accents that they'll encounter which makes it very difficult to have a decent conversation.

Training staff in these centers is very hard because the trainers are either natives to that country and that can be a negative OR they're from the mother company itself and their English is much better but they may not be able to clearly communicate what's required.

Most people would have faced a difficult phone conversation when ringing a customer service number. This scenario doesn't only happen with Indian call centers. It applies to The Philippines, Malaysia, China and any other country that offers call center outsourcing services.

Whether it's call centers or any other type of outsourcing, you always have to remember that some of the people who bid on your jobs in the freelance sites will place low bids as their perception of the value of money is different. However, their perception of quality can also be different. Low cost isn't always the smartest choice when choosing an outsourcer for your job.

## **Mistakes People Make When Considering Outsourcing Work**

Apart from the call center issues already covered, there are other factors to consider if you plan to outsource elements of your work. Is your work highly confidential? Do you need workers to sign a Non-Disclosure Agreement? Sometimes you have material that your competitors would dearly love to get their hands on. You don't want someone giving your ideas to them and so you need to ensure that if you do give work out, your security is protected.

**Always put your needs in writing.** If you're paying someone to do a job for you, you must clearly outline what you need done and your expectations of them so they can meet your requirements and get paid. You may pay 50% upfront or, if you're dealing with a freelance website, usually you have to pay money into an escrow account so the worker knows they will get paid at the end of the job.

If you're a freelancer, you need to be given specific instructions. If you're not sure about something, ask questions. The only stupid question is the one not asked.

Some people try to do everything themselves and end up working 60 - 80 hours a week without actually making any money or really being productive. If there are things you simply don't know how to do but are essential to your business, outsourcing those tasks is common sense. Then you can focus on the areas of your business that you can do well.

Making money is obviously a high priority goal. If someone else can do a job in 2 hours that would take you 10 hours to do, then it's sensible to pay them to do it. Your time is valuable and you shouldn't be burning yourself out because you're either too vain or too embarrassed to admit you can't do everything yourself.

## **The Differences Between Outsourcing And Automation**

Some tasks don't have to be outsourced. You can choose to automate them instead. 'Real life' examples include paying bills by direct debit. You set it and forget it because the bills get paid automatically. If you're looking at online automation, there are lots of examples. You subscribe to popular websites and receive emails regularly without having to search for them.

If you run an online business and send out regular newsletters via email, you can use an autoresponder and preset emails to be sent at specific times and that happens automatically. People set up regular tweets on Twitter to reply to people who 'add' them. There's no point paying someone to do tasks you can automate at a fraction of the cost and still retain full control.

## **Do You Want To Work As A Freelancer?**

*"Do not wait; the time will never be "just right." Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along."*

*-- Napoleon Hill.*

How do you decide whether to become a freelancer? You can work part-time or full-time. Many people start with a few hours per week while maintaining a regular job until you can earn enough from your new freelancing business. This is a fantastic idea because you don't have to risk anything while trying out this new way of working.

Freelancing is great because you work the amount of hours you want to (if you can find the work.) You aren't forced to work set hours by a boss and you only have to answer to yourself.

But it can be hard deciding what to do. It's one thing to believe you would "like to be a freelancer" but **TAKING ACTION** based on that idea is what will start you off in the right direction...a forward motion.

Sure, you might make mistakes along the way, but that's ok! Freelancing is a **learning process** and if you're not making mistakes and learning, then you're probably sitting on your butt watching TV because you're too scared to take action. **Knowledge without action is useless.**

The starting point is to make a list of all of your skills and strengths. Then create another list of all hobbies and interests. See if you have on both lists. If so, that could be the beginning of your new career. This is a list of common freelancing jobs that you could consider.

- \* Accountant/bookkeeper.
- \* Animator for the movies or TV.
- \* Arts and Crafts. (Painting, pottery, sketching, etc)
- \* Builder.
- \* Cartographer.
- \* Computer programmer.
- \* Consultant.
- \* Chef.
- \* Cleaner.
- \* Data entry specialist.
- \* Editor.
- \* Engineer.
- \* Events planner.
- \* Financial planner.

- \* Florist.
- \* Gardener.
- \* Graphic designer.
- \* Illustrator.
- \* Interior designer.
- \* Internet Marketer.
- \* Landscape artist.
- \* Life Coach.
- \* Massage therapist.
- \* Musician.
- \* Network Marketer.
- \* Photographer.
- \* Programmer.
- \* Private investigator.
- \* Seamstress.
- \* Software Designer.
- \* Telemarketer.
- \* Tradesperson.
- \* Typist.
- \* Translator.
- \* Tutor.
- \* Upholsterer.
- \* Virtual Assistant/Secretary.
- \* Website designer.
- \* Writer.

It's essential to understand that building a freelancing business takes time. You need to build it up, find customers and get your marketing campaigns going. Naturally, you can't do everything at once but you do need to be organized and cover your administrative work, marketing and advertising as well as the actual work.

Although some of these jobs are 'offline' and others are 'online,' many of the principles are the same or similar. However, this book is mainly aimed at online freelancing.

A very popular online freelance job is writing because there are so many jobs that come under the writing umbrella. They include: article writer, blog poster, ebook writer, website content author, copywriter, resume writer, sales and squeeze page writer, fictional novelist, poet, journalist for magazine and newspaper articles, playwright and so the list goes on.

## How Do You Start?

If you wanted to start writing, you need the right tools. You also need a desktop computer or a laptop. The best programs to use are either Microsoft Word or Open Office. You'll also require somewhere to work uninterrupted and you need to set aside time for your work.

Whatever job you do, you need the basic tools of the trade. How much they cost will depend on what you need and whether you're working online or offline. Online freelancing is more economical and so it's often the best way to start.

If you wanted a writing career, at the beginning you'll need to start looking for jobs and there are many ways to do this.

Check out classified websites such as [gumtree.com](http://gumtree.com) and [craigslist.com](http://craigslist.com)

Look for jobs that you can handle and apply for them. If you have experience, you should prepare a resume and a couple of samples you can send as well. Many ads don't ask for a resume and samples but it's best to have them anyway.

You can also place a free ad on these sites so people may reply and offer you work. It's a good idea to have a separate email address for work and another one for personal emails. Then you can control your work better.

Whatever job you do, you must be contactable in as many ways as possible but in a controlled manner so you're not disturbed when you don't want to be. If you work online, it's essential you have a website. You can set one up for free or for a minimal cost. I don't recommend that you use free sites because they can easily be affected by Google and if you're running a business, they have less credibility. Host your site and have a relevant domain name so you can start to build up your reputation and brand.

If people want to know more about your business, you can give them your

site URL. Advertise your services clearly so people can make their own minds up about what they want.

## **How Does A Writer Get Material?**

If you want to write great articles there are different ways you can get your material. Google is by far the best source of information. Simply type in the question or details you need and open up a few sites. Then copy and paste the relevant information you find into a Word document.

Once you have enough, read through it all a few times and then start writing. NEVER COPY the wording because that's a serious breach of copyright. This method and all others are just to give you the relevant knowledge and inspiration to help with your writing.

To ensure you don't write anything that's plagiarized, run all your completed work through a website called [copyscape](#)

If you do happen to get a copy that appears elsewhere, you're shown what wording is duplicated and you can alter your articles accordingly.

You can grab free PLR articles or ebooks on the topics you're writing about and read up on the topic so you have enough to produce the material required. There are loads of free PLR sites to choose from and you can simply Google "PLR articles on \_\_\_\_\_" and you'll find lots of material.

This site has 20 free sites that will allow you to download PLR content that can help you.

<http://www.hongkiat.com/blog/20-best-websites-to-download-free-e-books/>

There are also other useful links at the end of this book. Make sure you don't simply use the PLR articles as they are when you download them because they're most likely used by lots of other people. Also, there are often spelling and grammatical errors and if you do use them as they are, it can reflect badly on you.

The more you write on the same topic, the more you'll learn and you may find there's not much need for research. It's a smart idea to save useful sites you come across during your writing career

If you have a blog and write regularly on a specific niche, it's vital that you save as many sites as you can so you have lots of interesting material to draw from.

## How Much Money Can You Make?

*“The greatest danger for most of us is not that our aim is too high and we miss it, but that it's too low and we reach it.”*

*--Michelangelo*

If you're working as a writer, you may make a little, a lot or absolutely nothing. It depends on how much you're happy to charge and accept as payment. It's important to consider costs. If you bid on jobs, include the site costs in your bid unless that already happens. You may earn \$5 or \$50 for a 500 word article. It depends on your experience and how much you're willing to accept for each job.

In the beginning, charging less money if necessary is ok because the initial work can build up your portfolio. The more experience you have, the better your skills become and the more you'll be able to charge for your work, depending on the situation.

You may work on an hourly rate or on a 'per piece' rate. The choice is yours. It depends on how long you believe it takes you to do a job and how flexible you want to be. If you only do one type of work, you may miss out on lots of possible job opportunities.

However, you may prefer to work on a flat rate because then you're not under direct time pressure. That's the method I choose to use. I refuse to work any job that requires me to work on an hourly rate.

The amount of money you'll earn will vary, especially in the first year or two as you establish yourself. If you can find regular clientele, you'll be in a better position to know how much money you'll bring in each month.

It also depends on whether you're planning to work full-time or part-time and how much time you have to devote to this part of your life. It could be a side job or a career. Only you can decide that for yourself.

## Payments

You'll need to find methods for accepting payment. Paypal is the most widely recognized site for payments and offers a great deal of flexibility. If you don't already have an account, it's very easy to set up. However, read through the terms and conditions very closely because if you're not careful, Paypal can freeze your account and you won't have access to your money.

Grab a copy of [PayPal Seller Beware](#) and learn more about the numerous rules and regulations and what you should do if you're using Paypal for your business

If you live in a country that doesn't support Paypal, you'll need to check out other payment options. This link

<http://www.paybycash.com/options/index.php>

is for a site that lists a lot of different options so you can see what is available where you live.

## Motivation

*“Motivation is like food for the brain. You cannot get enough in one sitting. It needs continual and regular top-ups.” – Anon.*

Being your own boss can be fantastic but there's always the downside. You don't have anyone pushing or motivating you to get out of bed or work. There will be plenty of times you feel like watching TV, going out with friends, sleeping, partying, playing games, spending time on Facebook and Twitter, playing your favorite sports or hobbies and just about anything else you can think of just to avoid actually doing any work.

At the end of the day, nobody else will be concerned whether you worked one or 100 hours in that week. It's the results that matter. It's a good idea to keep a diary of what you do for work each day because there are activities that can be hard to measure.

Looking for work is the single most time consuming job, especially when you first start. You need to spend hours online searching classified ad sites, forums, Google searches and freelance job sites to find work that you may be suitable for.

Some of the more popular sites include [vworker](#), [elance](#) and [guru](#).

Then you need to bid on those jobs and there's never a guarantee that you'll get them so you have to be persistent. Apply for anything, not just the well-paying jobs.

When you're new, you'll probably have to start with jobs that may not pay as much and there's nothing wrong with that as long as you're building up your experience and profile.

However, never take a job if you feel you're being "ripped off" in terms of money. If you find yourself in that situation, the chances are high that you won't do a good job because you'll resent having to complete it in the first place. You may not consciously do a second rate job but it might turn out that way.

Regardless of what you're being paid, you must **always** give 100%. Even if you're doing a friend a favor, you never know where it may lead so make sure you do your very best. Favors for friends shouldn't have to settle for second best.

## Work From Anywhere

If you're doing online freelancing work, you have the added advantage of a much larger market. Firstly, you can work from anywhere. As long as you have a strong internet connection, you can work from wherever you live at whatever time you want to.

Your potential employers don't have to be in the same country as you are. In fact, they can even be in a different hemisphere. As long as you can communicate with each other, it doesn't matter.

Look at your different communication options. You have email of course. But there's also Instant Messaging through Yahoo, MSN or the range of other sites available. You can also use Skype because it's free to use between Skype users. The conversations are as clear as if you're talking to that person face-to-face. You just have to remember what time zones you're both in when you set up a call time. You only need speakers and a mic or a headset with

built-in speaker and you're ready to go.

## Networking

We're not talking about network marketing here (although that's another type of freelance work.) Networking in this case simply means building up a list of contacts in the field you're going to work. This may mean joining relevant forums and becoming a valued contributor. You'll be able to develop your own contacts as you start doing work and you can always ask for referrals from each client and offer to do further work for them if you're both happy with the initial work.

\*\*\*It's much easier to get repeat business from an existing client than to find a new one.\*\*\*

## How Can You Be Successful As A Freelancer?

*“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.” -- Mark Twain*

These are some of the reasons why you can succeed as a freelancer. If you follow each of these steps, you'll stand a much greater chance of long-term success.

**Don't waste your time.** You only have 24 hours in a day so it's important to use your time wisely. This doesn't mean that you have to work every hour of the day. But analyze what you should be doing with your time to achieve success.

Get a notepad and pen and write a list of tasks to be done for each day. Prioritize them so if you don't get everything completed, at least the most important tasks have been accomplished.

It's essential that you schedule rest time into your day as well because if you work too hard you can burn out very quickly. However, watching 6 hours of TV or playing computer games all day isn't productive.

**Deliver high quality work.** Regardless of the task you have to do, ensure you give 100% to it. Your reputation is built on providing good quality work

and every time you do, it adds to your portfolio and enables you to further prove you're capable of handling the work you're given. You're only as good as your last job. Keep learning more about your craft so your abilities improve. Over a period of time, you'll notice that your work is a better quality because your skills have improved.

**Work hard.** Try to get a range of different jobs so you can build your reputation and improve your flexibility. If you're only known for being good at one thing, it will be difficult to get a lot of work. For example, if you're a writer, you can write articles, blog posts, ebooks, sales pages, website content, resumes, press releases and other material so your clients will be willing to give you a diverse range of jobs and know that you'll handle them with confidence. This means you can be their "go to" person instead of them having to find a different person for each separate job.

**Manage your customers properly.** Keep in communication with your clients to ensure their needs are met. Make sure you complete all work by their deadlines and that you meet or exceed their expectations at all times. Give yourself a time buffer when offering deadlines so if something unforeseen comes up, you can still cope. This allows you to handle any health or family problems if they arise and also it enables you to grab extra work if it becomes available.

**Know the value of your work.** Quote fair prices and don't undercharge. You only do yourself a disservice if you charge a low fee for work that deserves a higher fee. Be willing to say no if a customer demands something you either can't do or don't want to do. Remember you **do** need them but **they** need **you** more. Don't let them know how much you need them or some may try to use it against you.

**Build relationships.** Treat customers the way you want to be treated. Build networks of like-minded people. Encourage your customers to tell others about your services. Referrals are a great way to attract new business. List your profile in social medial sites such as Facebook and LinkedIn. Join forums that are related to the work you do and participate actively because you never know when a member has work for you.

If you follow all these pointers, your path to success will be much stronger.

*"That some achieve great success is proof to all that others can achieve it as well." -- Abraham Lincoln.*

## **But how do people fail when working as a freelancer?**

These are just a few of the main causes for failure as a freelancer.

**Low productivity.** Being your own boss means you have to work hard. Nobody is going to push you so if you don't want to work, your productivity will drop dramatically. You need to be disciplined enough to set yourself a routine you're comfortable with and push yourself to work hard each day. Procrastination and perfectionism are two of the main causes of low productivity so don't get caught in that trap.

**Inconsistent effort.** If you don't have a regular work schedule to follow and you don't work hard, you'll face problems. Inconsistent working patterns aren't conducive to a healthy business. Being a freelancer isn't an easy job. It needs persistence and constant effort on your part.

**Isolation.** If you work from home and spend virtually all your waking time working, you'll quickly become isolated from the rest of the world. You won't see your friends and this can be hazardous to your health. You need to achieve a healthy work-life balance so you can enjoy living and working, not just working all the time.

**Poor communicator.** If you're not good at communicating with people, it can be difficult to build a business because you do need to actively keep in contact with people. If this makes you uncomfortable and you can't get over it, then being a freelancer probably isn't the right job for you.

**Meltdown.** When you start working as a freelancer, it's very easy to become so overloaded that you burn out. You desperately want to be successful so you'll spend hours every day trying to do everything at once. You'll probably barely sleep or eat and your social life will disappear out the window. This enthusiasm is great **if** it's channeled properly. If you do get to a point where you have a melt-down, it can be extremely hard to come back from it.

## **Internet Marketing**

Have you considered internet marketing as a 'job?' If so, it's critical that you avoid the many pitfalls because it's very easy to spend thousands of dollars if you go chasing after everything that "looks so good you just have to buy it."

You'll quickly learn that there are many different scams out there and you

need to keep a firm grip on your money while wandering the corridors of the internet marketing world.

The smartest thing you can do is NOT to spend a cent until you really know what you want to do. Read lots of information about ideas you come across and save them for further investigation if they do sound good. But don't spend money on anything until you know for certain that it's genuine.

How can you know for certain that a business is the "real deal?" There are many points to look out for.

**Does it sound too good to be true?** If so, that's probably because it isn't true. In the majority of cases, you're looking at just another lie determined to rob you of your hard earned cash.

**Do they want money up-front?** Why? Sometimes it's a necessity but always ask the question. If they don't give a satisfactory answer, then it's a con. If they want a lot of money, that's also a signal to turn and run as fast as you can.

**Do they have ways to be contacted?** Do they return messages? Do they have a support system? If they don't have these things, the chances are high that it's not a genuine business.

**Can you find reviews on the business?** One site that's very helpful is [IMReportcard](#). This site is acknowledged to be the king of internet marketing review sites with loads of feedback on all sorts of businesses. If the one you're looking at isn't listed in this site, the chances are high that it's not going to be a good one. However, you can always Google the business you're looking at and type 'review' as part of the search term to get extra info.

There are lots of internet marketing forums around that can also give you advice on business ideas. Three of the most popular forums are:

[Honestworkfromhome forum](#)

[Warrior forum](#)

[Workplacelikehome forum](#)

There's also a new forum started by a member of the Honestworkfromhomeforum that I want to include here because I believe in supporting new ventures as well. [This is the link](#).

I belong to all four of them and have found work from them as well as a lot of good information and advice when needed. They're great sources of support when you need help or opinions about anything you may be doing where you need extra input.

## **Administration and Record Keeping**

Apart from doing your freelancing work, it's vital that you keep accurate records of everything you do. Whether you're a writer, a virtual assistant, a gardener, cleaner or website designer, it's necessary to keep records of income and expenses.

You should also keep a record of each different job you do so if you need further details of any sort down the track, it's easy to find the information. Some freelancing jobs are quick and easy. Others may take weeks or even months.

## **Long-Term Goals**

If you plan to build your freelancing career in the long-term, you need to be thinking about a few options. There are two ways to earn money. Active income and Passive income. Active is when you clean a house and the job is done until the next time when you have to do it all over again. It's labor-intensive

Passive is where you write an ebook once and keep on making sales from it over a long period of time. Earning Passive income is a worthwhile goal because you never know if you're going to get sick or be unable to work as much as you can most of the time.

If you have income that doesn't rely on you to work to earn it, then that's the bonus you really need. If you can develop Passive income streams, that's a real bonus and that's really what you should be trying to do if possible.

Regardless of the type of job you want to do, you need to become an expert so that people will continue to offer you work. Having your own website enables you to brand yourself and it also works as an online store where people can come and learn more about you before they hire you. You can add testimonials to support your work experience as well.

Freelancing is all about relationship building. I had an example today. I shared a taxi which was driven by a mate because he had another regular client and, as we were talking, she mentioned that she needed to find someone to build her a website.

As it happens, a mate and I do that as part of our freelancing portfolio of skills so I gave her my contact details and it's highly likely I will get a job out of it.

You never know when you're going to be in that position so always keep your ears and eyes open for golden opportunities. You just never know where they will lead.

## What's Next?

*“The men who try to do something and fail are infinitely better than those who try to do nothing and succeed.”*  
– Lloyd Jones.

*“He who is not courageous enough to take risks will accomplish nothing in life.” -- Muhammad Ali.*

Is your head brimming with ideas? Do you want to be a freelancer? The next steps are entirely up to you. You may decide that this line of work is NOT what you're really looking for and that can be a good thing because it means you won't waste time and money unnecessarily.

However, this information may have just given you the extra knowledge and the final push you were looking for in your quest for knowledge. If so, then that's fantastic because that's the main aim of this book.

No single book will be able to answer all your questions. I'm sure you already know that. However, you can build a collection of ebooks and articles that do give you answers and point you in the right direction.

If you want to know more about anything I have covered in this book, simply subscribe to my website and ask your questions.

I will answer all emails personally and as quickly as possible.

My website is [laurencewins](#)

I also have a collection of ebooks that may be of use to you so please feel free to ask about the specials I have going as they change from time to time. I have a large collection of books not advertised on my site but I can provide some to you if needed as well.

**If you need a writer/editor/proofreader, I am your man.**

**If you need a website designer, then I can also do that with the aid of a friend.**

**If you have need of someone to do some research for you on any topic of your choosing, then I can handle that as well.**

Simply send me an email with any requests of questions at any time to [lpollwade@bigpond.com](mailto:lpollwade@bigpond.com)

I hope that I have given you some answers to your questions and I wish you luck in your pursuit for success.

**Good luck!**

Laurence

*"I don't know if you'll succeed or fail, but I know this. You **will** fail if you don't try!" -- Anon*

## RESOURCES

Here is an extensive list of sites that have list of job sites and sites that have jobs and other useful tools for freelancers. Please note that some may be out of date as they are taken from numerous sources and some are older than others.

[101 Best Websites for Writers](#)

[250 Instant Payment PayPal Programs](#)

<http://us2.forward-to-friend.com/forward/show?u=939588651897783cd0e61ee3c&id=8ae1ebd2a8>

\*\*\* The above link will take you to a page where you can purchase any of a number of SUPER packages which contain everything you could possibly want to start any sort of online freelance business. The cost is small but the **value is enormous.**

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

\*\*\*In my opinion this is the best freelance bidding site. I have completed 45 jobs so far from it and it has a wide variety of jobs on offer.

[Market Samurai](#)

See description of this amazing software at the end of this list.

<http://www.elance.com>

\*\*\*Another great freelancing site

[http://www.ratracerebellion.com/google\\_search.html](http://www.ratracerebellion.com/google_search.html)

\*\*\*Long list of sites within sites.

<http://www.talewins.com/percon1.htm>

\*\*\*An **amazing** site with so many different links that it can take days to go through it all.

<http://gumtree.com>

Excellent classified ads site.

<http://craigslist.org>

Excellent classified ads site.

<http://www.hongkiat.com/blog/20-best-websites-to-download-free-e-books/>

20 websites to download FREE PLR articles and ebooks you can use to boost your business.

<http://www.squidoo.com/FreelanceWriterWebsites>

101 sites.

<http://www.residualsandroyalties.com/2010/04/25/the-most-complete-list-of-freelance-writing-websites-on-the-internet/>

Long list.

<http://www.openculture.com/freeonlinecourses>

385 free online courses you could do if you're interested.

<http://www.101waystomakemoney.com/>

<http://odesk.com>

<http://www.getacoder.com>

<http://www.getafreelancer.com>

<http://www.guru.com>

<http://freelanceswitch.com/finding/the-monster-list-of-freelancing-job-sites/>

Long list of sites.

<http://www.freelance.com>

<http://AbsoluteWrite.com>

<http://Writer'sDigest.com>

<http://WritersMarket.com>

<http://www.freelancers.net>

<http://fiverr.com>

<http://www.paybycash.com/options/index.php>

Payment options for different countries.

<http://gigtask.com>

<http://jobreaper.com>

<http://zeerk.com>

<http://FiveQuid.com>

A UK site

<http://justafive.com>

<http://outsourcerr.com>

<http://fittytown.com>

<http://gigrr.com>

<http://gigdollars.com>

<http://homeworkgigs.com>

<http://ifiveit.com>

<http://WebsiteMarketingHQ.com>

Some well paying jobs here

<http://www.adveres.com>

<http://affordableprogrammers.com>

<http://cgilance.com>

<http://www.codertribe.com>

<http://www.contractedwork.com>

<http://www.developreneurs.com>

<http://www.freelanceauction.com>

<http://www.freelancecentral.net>

<http://www.freelancerchina.com>

<http://www.freelancemom.com>

<http://www.freelancewebprogramming.com>

<http://www.freelancequotes.com>

<http://www.freelancewebprojects.com>

<http://www.freelancersoutpost.com>

<http://www.goodcoresoft.com>

<http://www.hirecoders.com>

<http://www.ifreelance.com>

<http://www.limeexchange.com>

<http://www.net4manpower.com>

<http://www.noagenciesplease.com>

<http://www.outsourcetoday.net>

<http://www.php-freelancers.com>

<http://www.projectlance.com>

<http://www.projectspring.com>

<http://www.programmingbids.com>

<http://www.project4hire.com>

<http://www.scriptlance.com>

<http://www.scriptplaza.com>

<http://www.trally.com>

<http://www.virtualemployee.com>

<http://www.writingbids.com/jobs/freelance-proofreading-projects.php>

<http://www.freelancewritinggigs.com/>

<http://www.oursimplejoys.com/writing-jobs.html>

<http://www.freelancewriting.com/guidelines/pages/index.php>

<http://www.tjobs.com/>

<http://writerlance.com>

<http://webdesigners123.com>

<http://thesuperlancers.com>

<http://TheFreelanceNation.com>

<http://SoftwareProjects.com>

<http://sologig.com>

<http://scriptlance.com>

<http://RequestFill.com>

<http://rentacoder.com>

<http://projects2bid.com>

<http://peopleperhour.com>

<http://programmermeetdesigner.com>

<http://poewar.com>

<http://online-writing-jobs.com>

<http://mturk.com>

<http://mondayworks.com>

<http://MediaBistro.com>

<http://FreelanceSuccess.com>

<http://PublishersWeekly.com>

<http://RefDesk.com>

<http://Writing.com>

<http://ParaPublishing.com>

<http://WritersWrite.com>

<http://WritersResources.com>

<http://Editred.com>

<http://CritiqueCircle.com>

<http://www.freelancewriting.com>

<http://www.absolutewrite.com>

<http://www.worldwidefreelance.com>

<http://writing-journey.com>

<http://freelancewrite.about.com>

<http://www.writersweekly.com>

<http://www.aboutfreelancewriting.com>

<http://www.writingforums.org>

<http://forums.writersbeat.com>

<http://www.accentuateservices.com/xmb>

<http://www.thewritingforum.net>

<http://profitclinicstore.com>

<http://www.textadsecrets.com>

<http://www.barkerseggs.com>

<http://www.thelawofsuccess.info>

<http://www.fourthgeneration.org>

<http://www.fourthgenerationselling.com>

<http://www.themarketingmakeover.com>

<http://www.viralexpllosion.net>

<http://www.zip-cart.com>

<http://www.onlinebizwiz.com>

<http://www.gurusecrets.info>

<http://www.lease-a-site.com>

<http://www.lock-a-link.com>

<http://www.spendsmarter.com>

<http://profitclinic.com>

<http://www.smallbusinessadshop.com>

<http://www.successinsmallbusiness.com>

<http://www.marketingmasterclass.net>

<http://profitclinic.net>

<http://www.allaboutmlm.com>

<http://www.isitapyramid.com>

<http://www.catch-the-vision.com>

<http://www.directsalescounsel.com>

<http://www.freecoachingonline.com>

<http://www.networkmarketingpro.org>

<http://www.evaluateMLM.com>

<http://www.mlmappraisalkit.com>

<http://www.extraincomeexpo.com>

<http://www.fourthgenerationbusiness.com>

<http://www.locknutsystem.com>

<http://www.masteryourfear.com>

<http://www.mlmpayplans.com>

<http://www.mlrescue.com>

<http://www.mltruth.info>

<http://www.oysterprinciple.com>

<http://www.realnetworkmarketing.com>

<http://www.isitreallydead.com>

<http://www.shocktheknockers.com>

<http://www.tilttheseesaw.com>

**FREE PLR EBOOKS AND ARTICLES SITES**

<http://endlessfreeplr.com/>

<http://www.easyplr.com/bestplr.htm>

<http://www.freeplrsite.com/>

<http://www.freeplrsite.com/free-plr-available.php>

<http://plrwholesaler.com/>

<http://plrarticledirectory.com/>

<http://www.freequalityarticles.com/>

<http://freeplrworld.com/>

<http://www.plrarticlepro.com/>

<http://www.plr-packs.com/>

<http://www.plrarticlesfree.net/>

## **COPYWRITERS' WEBSITES**

<http://www.thegaryhalbertletter.com>

<http://www.mrfire.com/index.html>

<http://www.bly.com/new/index.html>

<http://www.marketingbullets.com/index.htm>

<http://www.carlinecole.com>

<http://www.makepeacetotalpackage.com>

<http://www.davidldeutsch.com>

## AUTORESPONDERS

[AWeber](#) This is the most popular autoresponder and has lots of tutorials to help you learn how to use it properly.

[GetResponse](#) Another popular autoresponder

**This description is taken directly from the Market Samurai Website.**

[Market Samurai](#) is software for your Mac or PC that streamlines all critical search engine marketing tasks, puts complete market intelligence at your finger-tips, takes away uncertainty, and gives you focus, direction and confidence in your internet marketing.

- **It slashes time wasted on tasks that don't directly create results** - allowing you to put your focus into the areas where you will receive the best returns for *your* unique online business;
- **It tells you exactly what you need to do next** - by using decision-making data that is specific to your unique market - meaning you don't get lost, confused or sidetracked - and every ounce of energy is effective;
- **AND it helps you complete critical internet marketing tasks faster, more easily and, efficiently, and achieve better results than ever before**

This means you have the highest probability of success, in the shortest time, with minimal waste of effort.

**In Fact.. It Provides Precision Tools That Help You Avoid Breaking the 3 Rules Of Search Engine Marketing... That Are Single-handedly Responsible For A Sickening 99% of All Markets FAILING To Rank For Significant, High-Traffic, Profitable Keywords!**