

1. The Basics To Being A Freelancer

This eBook will begin by outlining some of the basic features of freelance work.

The fundamentals details of a freelance business plan will be outlined in the next chapters, however, it would be remiss to discuss the basics of freelance work without stating unequivocally that, as a freelancer, you are also a business owner. You will be responsible for all elements of your business, which is why you need to have a solid understanding of what it means to be a freelancer.

Is a freelance career right for you?

Chances are, if you are reading this eBook, it is. Starting a freelance business requires courage and investment; two things you already have by choosing to read this content.

The remainder of this chapter will be discussing some of the most important things that you need to think about before starting your new business.

What skills do you have?

First of all, you need to start by thinking about what skills you have. These skills are likely things you have gained throughout your life and your career. Your freelance business will be most successful if you play to your strengths and your skills.

It can include, of course, any education and training you have received, as well as things that you excel in.

What interests you?

As well as your skills, you need to recognize what interests you. What are your passions and your interests? What kind of work do you enjoy?

What about your free time and hobbies? What do you do then, and what is it about them that you enjoy?

Your business will be most successful if you are doing work that you are genuinely passionate about.

Most importantly, what kind of work makes you happy?

You should think about, and reflect upon, the past projects that you have most enjoyed. What elements of your past work have you enjoyed? Is it in the customer service element, or the collaborative effort of a team?

Or, if you have been stuck doing work that you hate, reflect on why, and determine what you can do to make sure it does not happen again.

Concentrating on doing work that makes you happy will improve your quality of life and give you a spark that other freelancers do not have.

What will your service be?

As well as determining what you do, you also need to determine what you do not. This will ensure that you are only doing quality work in areas of your expertise that you want to do.

When you begin freelancing, you should really think about what you *actually* want to do. You may have an idea of the vague industry or area, but you should think about what specifically the kind of work that you want to do. It should lie at the intersection of your skills and passions—this will be the key to the success of your business.

Freelance work ideas

There are a plethora of freelance business ideas, that can be tailored to your skills and interests. Chances are you already have an idea of what you would like to do, however, below, in no particular order is a list of potential freelance business ideas.