# **My Freelance Profile**

This workbook will serve as a framework for your freelance career, but also help you get the most out of hanging around here at BlackFreelance. It’s going to change as you develop as a freelancer, so don’t worry about making mistakes! (…or try to fill it all out at one time.)

It’s broken into 3 “phases” that will mirror not only your progression on the site (which can happen over weeks or months), but also the phases you’ll move through as a freelancer. Some of the questions might be a little difficult, so you’ll find links to materials to help you answer if you get tripped up.

If you’ve got any questions, feel free to shoot me an email at [connect@blackfreelance.com](mailto:connect@blackfreelance.com).

Megan

# Phase 1: Setting up The Basics

If you talk to established freelancers, you’ll notice that they all, across the board, have figured out a few basics, and that those don’t change too frequently across their careers. Three of the biggest are their goals, skillset, and who their clients are.

## Figuring Out Your Goals

It’s tempting to just jump into freelancing and see what happens, but that’s a great way to end up frustrated. If you can write down a few, basic reasons you’re interested in freelance work, you’ll be way ahead of the pack.

**Why am I interested in freelancing?** (freedom, income, career growth, etc.)

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**What level of freelancing am I interested in right now?** (full-time, part-time, occasional)

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**What level of income am I looking to generate?** (full-time, supplemental, retirement/savings, fun, debt reduction)

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***Posts to Help***

[9 Questions To Ask Before You Start Freelancing](http://blackfreelance.com/9-questions-ask-start-freelancing/)

[4 Ways You Can Use Freelancing to Build a Professional Career](http://blackfreelance.com/4-ways-can-use-freelancing-build-professional-career/)

## Deciding On Your Skillset

Most freelancers focus on one skillset. They might do other things well, but their careers are concentrated in a specific area. Even if you continue to practice in others, choose one skillset to focus on in your work here at BlackFreelance.

**What’s my primary freelance skillset?**

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***Posts to Help***

[A Note on Freelance Skillsets](http://blackfreelance.com/note-freelance-skillsets/)

## Understanding Who Hires You

Knowing the *types* of organizations and individuals who pay freelancers like you will make your freelance life  *much* easier. This is something that changes as you develop, so don’t worry about being perfect right now. (You can guess just 1 to start.)

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***Posts to Help***

**[People Want to Pay You…You Just Have to Know Where to Look.](http://blackfreelance.com/people-want-pay-youyou-just-know-look/)**

**Next Steps:** Now is a great time for you to sign up for [the BlackFreelance newsletter](http://blackfreelance.com/blackfreelance-newsletter/) (it’s free!), where we cover topics directly related to developing Phase 2.

# Phase 2: Fleshing Things Out

Congrats on building out your basics!

Now, we’re going to move on to put some meat on those bones, and see what your freelance business is really going to grow into. This is going to include building out a niche, figuring out your basic services, and starting a foundation of improving your skills.

## Figuring Out Your Niche

Happy freelancers have a niche. Niches help you simplify your marketing, earn more, and better meet your client needs to keep them satisfied and coming back for more work. Choosing a niche (or a sub-niche) can take time though, so if you can’t write something really detailed down now, don’t worry about it. Just take a stab and move from there.

**My Niche**

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***Materials to Help***

[**5 Simple Specialization Questions That Will Make You More Money**](http://blackfreelance.com/5-simple-questions-will-make-money/)

[**What Choosing a Niche Really Looks Like**](http://blackfreelance.com/choosing-niche-really-looks-like/)

[**2017 Freelance Niche Report (via Smarter Freelancing)**](http://smarterfreelancing.com/g/nichesurvey/)

## Establishing Your Basic Services

A lot of freelancers get overwhelmed figuring out what, exactly, they can sell as freelancers. That’s totally understandable, but also possible to work past.

I will tell you though, that this varies WILDLY by skillset, and even niche, so your best bet? Search for freelancers who have the same skillset as you (either on Upwork or a general search engine), and look at their services lists. Pick just a few things you think you could produce and list them here.

**My Basic Services**

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***Posts to Help***

[**What Services Should I Offer?**](http://blackfreelance.com/services-offer/)

## Improving Your Skills

When I started as a freelancer, I wasn’t 100% sure I could do anything but write blogs, articles, and website content, but instead of stopping there, I learned what people wanted and how to develop those skills through online courses, books, and trial and error.

All freelancers develop our skills as we grow, and keeping a list of your favorite educational methods and materials can be extremely helpful.

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***Posts to Help***

**[Learn a Freelance Skill](http://blackfreelance.com/learn-freelance-skill/)**

[**Skillset Resources Page**](http://blackfreelance.com/skillset-resources/)

**Next Steps:** You can stop here and continue to use this document to build out your freelance career on your own, but let me tell you from personal experience…this is a lot easier when you’re connected to a freelance community. I’m going to invite you to [try a free month at the Academy](http://blackfreelance.com/keep-head-freelance-game-join-blackfreelance-today/). Come and stay for one month or a few years, whatever works for you and your career. You can cancel at any time, no questions asked.

# Phase 3: Refining and Building Strong Habits

This last phase is the simplest, but also the most challenging.

Most of the work you do from here on out will be about refining what you’ve already established, setting up strong habits, and observing your results.

The Academy is designed to stay with you, every single week in building those habits, evaluating yourself, and asking deeper questions every day. You can record, and update your results below.

## What does my online presence look like?

Today’s freelancers need an online presence. A simple path that many freelancers take involves graduating from a profile on a site like Upwork, to a strong freelancer LinkedIn profile, to a simple website, to a more involved web presence.

**What is my online presence?** (Website, bidding site profiles, Twitter, LinkedIn, etc.)

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**Is it working for me?** (Is it bringing in work or helping convert them from prospects to signed clients?)

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**Which aspect seems to work best in bringing me work?** (LinkedIn, Twitter, Craigslist, etc.)

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**How many hours of work am I investing each month?**

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**What would I like to change about my presence?**

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***Posts to Help***

[Your Freelance Profile is More Important Than Your Resume (Sample Included)](http://blackfreelance.com/freelance-profile-important-resume-sample-included/)

## Who, or what position, makes the decision to hire me?

Efficient marketing can change your freelance game, and knowing how to zero in on who (or what title) within an organization finds, or makes the decision to hire you, is crucial. This is easier to figure out if you’ve got some work experience, but as you get a few clients or jobs, you’ll start to see the same titles pop up over and over. List those here. (e.g. marketing director, content director, CFO, CMO, etc.)

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## Examples of my best or ideal clients

We’ve all got “tastes” when it comes to clients. As you grow, you’ll develop preferences when it comes to who you work with. That can range from the industry, to the organization size, even the phase or a manager’s personality. Write out those traits here.

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## What value do I provide?

Clients don’t buy services, they buy value. Learning how to build your value statement makes getting better clients and raising your rates much easier.

Look back on the results your clients see from your work, and see if you can’t use it to fill out this value statement. (The first two blanks are your ideal client, and your skillset.)

**I help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (do) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ so they can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

That’s it! Once this is complete, don’t throw it away! Keep it around and update it as you progress as a freelancer. It’s very helpful to refer to when updating your online profiles, re-evaluating your income, emailing clients, even just making small changes in your career.

Happy freelancing!

Megan