



ESTABLISHING YOUR FREELANCE BUSINESS 101

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Course Outline

Lesson 1: Is This a Good Career Choice for You?

- Advantages and Disadvantages to Freelancing
- Tips to Developing a Successful Freelance Business

Lesson 2: Planning Your Business Strategy

- Assessing Your Qualifications, Personal Goals, Commitments, Availability, and Financial Requirements
- Getting Equipment and Supplies
- Creating a Mission Statement and Business Plan

Lesson 3: Marketing Your Business

- 20 Ways to Promote Your Business

Lesson 4: Potential Clients

- Communicating with Potential Clients
- Evaluating Jobs
- Doing Sample Edits
- Turning Down a Job
- Negotiating a Job
- Following up with Clients

Lesson 5: Pricing Strategies

- What to Charge
- How to Charge
- Payment Plans
- When to Get Paid
- When Not to Charge
- How to Get Paid

Lesson 6: Working with Clients

- Before the Job
- During the Job
- When the Job Is Done
- Complications Along the Way
- The Follow-up

Lesson 7: Protecting Your Business and Yourself

- Your Privacy
- Your Computer and Files
- Your Self-Image
- Your Time
- Your Health
- Your Body

Lesson 8: Organizing Your Business

- Potential Clients
- Current Clients
- Income and Expenses
- Reminder Form

Lesson 9: The Government and Other Authorities

- Business License
- Business Name
- Incorporating
- Sales, Use Permits, Taxes
- Neighborhood Associations
- The IRS
- Health Insurance

Lesson 10: Balance

- God
- Family
- Friends
- Hobbies and Fun
- Money
- Your Calling