



Freelancing 101

WRITING ALL THE WORDS AND MAKING ALL THE MONEY!

*(OR, AT LEAST, DOING WHAT YOU LOVE AND PAYING A
FEW BILLS...)*

Am I ready??

Why do you want to freelance?

- ~~I love coffee shops!~~
- ~~Pajamas are soooooo comfy...~~
- ~~Have you *seen* home office pics on Pinterest!?~~
- I want/need to make my own schedule
- I am comfortable marketing myself
- I am okay with variable income to start
- Have you *seen* home office pics on Pinterest!?



Freelancing is
about more than
decorating a
cute office.

(Although, that's a great perk.)

@arwomenbloggers
#awbu

Ready to take the leap?

First things first:

- Business Cards
 - Basic contact info is fine to start
- Website
 - DIY! Once you're making money you can hire a designer to create something special for you.
- Social Media Accounts
 - Consistency is important
 - Use what makes sense for YOU
 - Evaluate your privacy and voice online



Legal, Schmegal...

- Setting up your business with the state
 - Bank Accounts
 - What's the process of setting up an LLC?
 - How do you set up a DBA?
<http://www.sos.arkansas.gov/BCS/Pages/corporations.aspx>
- Filing taxes
 - What are my options?
 - Tracking expenses
 - Education, mileage, meals, cute office chair...
 - Do I need a CPA?

Building a Portfolio

- Online Portfolio vs. Traditional
 - Online options: Contently.com & SlideShare
 - Scan and save .PDF files
 - Screen shots of online content
- Should I write for free?
 - Yes, no, and maybe
 - Keep track of all of it – even the church cookbook edit!*
- Writing styles
 - AP Style <https://www.apstylebook.com/>
 - Chicago Style <http://www.chicagomanualofstyle.org/home.html>

Where do I find clients?

- Magazines & Newspapers
 - Peruse magazines at book store or library
 - Industry publications
- Local Companies and Organizations
 - Website content, blogs, newsletters, annual reports, press releases
 - Scan business section & chamber announcements for new businesses in town
- Sponsored Blog Posts
 - Don't sacrifice your voice or brand!!

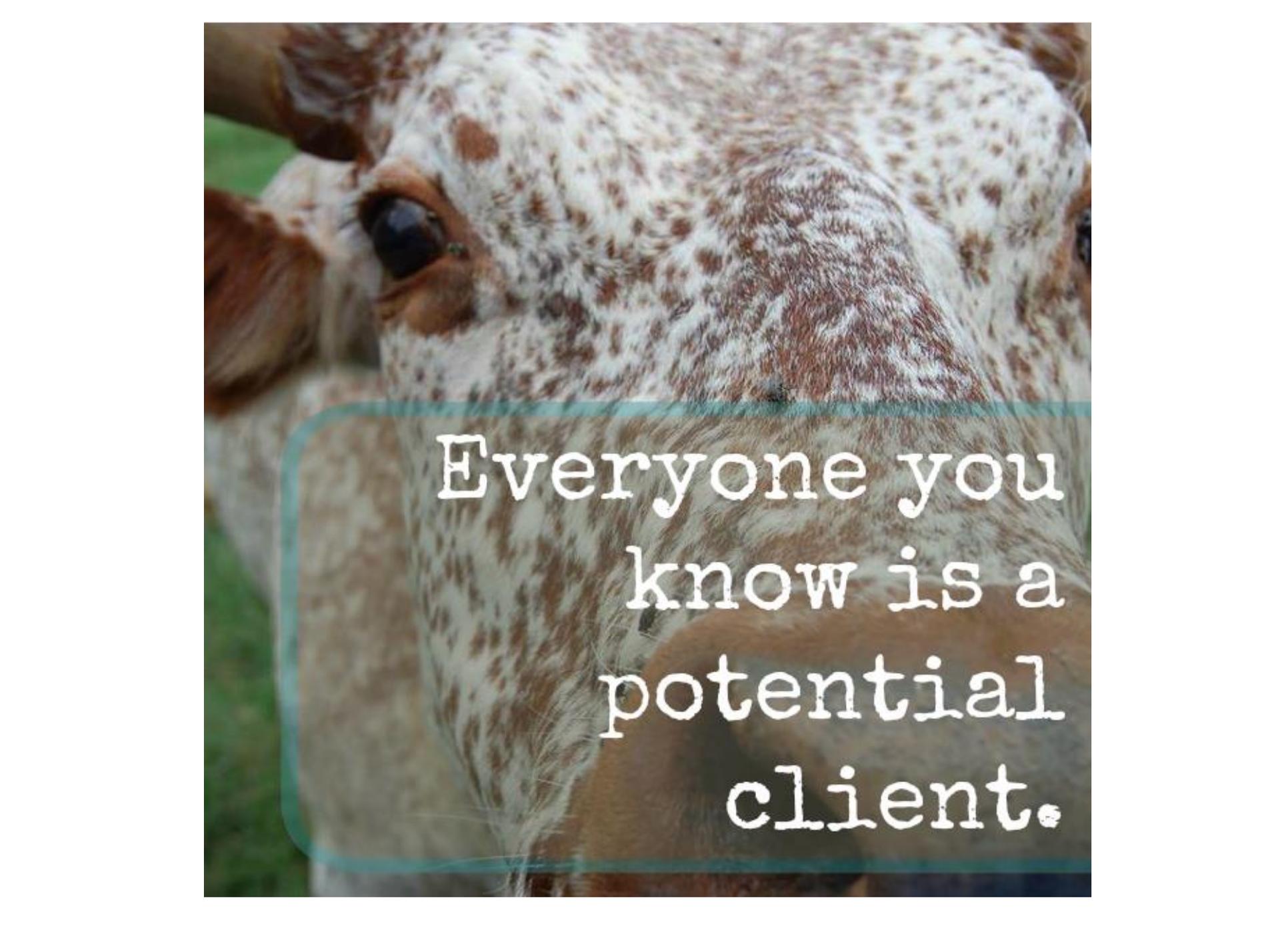
<http://www.blogger.com/must-read-ftc-clarifies-their-rules-bloggers>

Where do I find clients?

- Affiliate Programs
 - What websites do you visit?
 - What products do you use?
- Networking opportunities
 - Civic groups, networking groups, online bios

**EVERYONE YOU KNOW IS A POTENTIAL
CLIENT – TELL EVERYONE YOU ARE A
WRITER!**

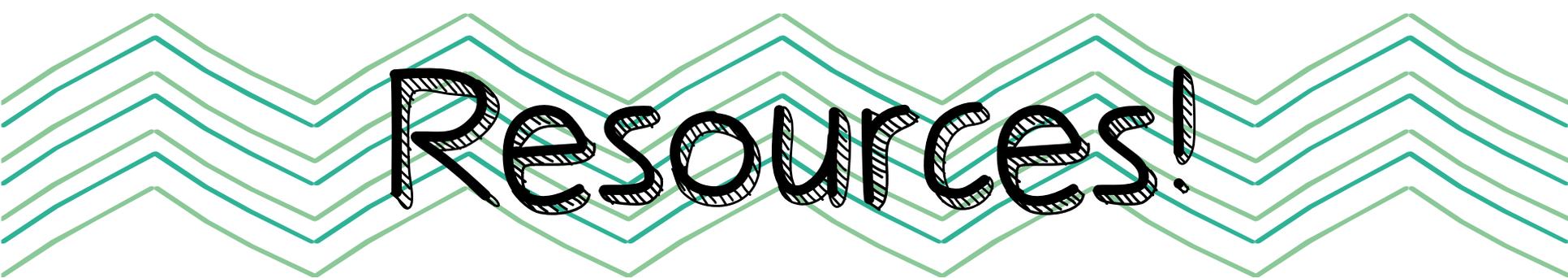


A close-up photograph of a cow's face, showing its eye and the characteristic brown and white speckled pattern of its fur. A semi-transparent teal rectangular box is overlaid on the lower right portion of the image, containing white text in a typewriter-style font.

Everyone you
know is a
potential
client.

What am I worth?

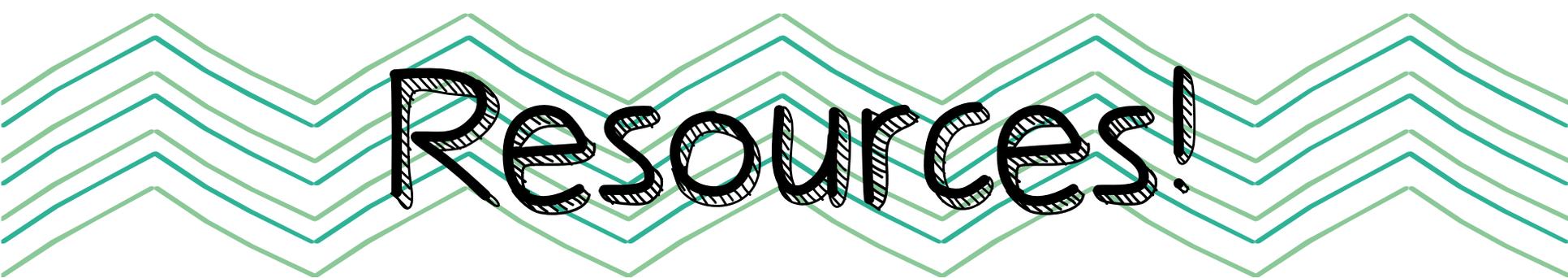
- Publications generally have a set freelance fee
- Target salary / billable hours per week = hourly rate
 - Don't forget to factor cost of insurance, vacation days and income taxes into your target salary.
- Project-based work may allow a lower rate.
- As your experience and skills improve, your rate should increase.
- Ask fellow writers what they are charging, and compare your skills (be honest!) to theirs.



Resources!

Blogger>Brand Connectors

- ARWB
- ACORN <http://www.acorninfluence.com/>
- Collective Bias | Social Fabric <https://socialfabric.us/>
- SITSgirls <http://www.thesitsgirls.com/>
- FreelanceWritingGigs.com
- Mommerce.com



Resources!

Continuing Education

Brand Innovators <http://brand-innovators.com>

The Freelancer (*by Contently*) <http://contently.net>

Alexis Grant <http://alexisgrant.com>

HubSpot <http://www.hubspot.com> (*marketing focus*)

Christina Katz <http://christinakatz.com>

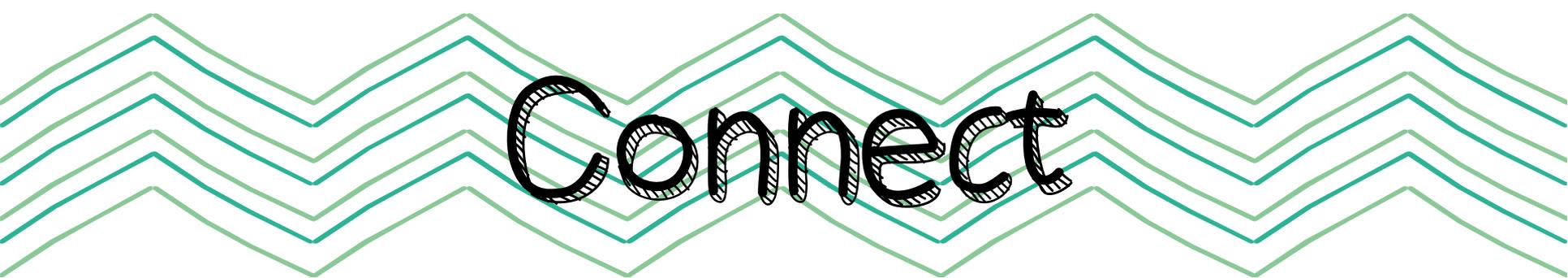
Media Bistro <http://www.mediabistro.com>

Renegade Writer <http://www.therenegadewriter.com>

Social Media Examiner <http://www.socialmediaexaminer.com>

Writer's Digest <http://www.writersdigest.com>

Writer's Market <http://www.writersmarket.com/>



Connect

- Laurie Marshall
l.m.marshall@hotmail.com
- Jamie Smith
jamie@jamiesnotebook.com
- Rhonda Franz
rhondafranz@gmail.com