

Business Skills for Creative Freelancers - 1-Page Cheat Sheet

Key Areas for Success

- **Networking & Community:** Build relationships through active participation in creative and business communities. Share knowledge and seek collaboration to grow your opportunities.
- **Financial Management:** Track income and expenses carefully. Set budgets, save for taxes, and use digital tools for invoicing and accounting.
- **Time Management & Work-Life Balance:** Prioritize tasks, set clear work hours, and schedule breaks. Use planners or digital calendars to stay organised.
- **Client Communication:** Be clear, professional, and timely in all client interactions. Set expectations early and confirm agreements in writing.
- **Proposals & Contracts:** Always provide clear proposals outlining scope, deliverables, timelines, and fees. Use contracts to formalise agreements and protect your work.
- **Pricing Your Work:** Research market rates and value your skills fairly. Consider project complexity, time investment, and client budget.
- **Marketing & Digital Presence:** Maintain an updated portfolio and use social media strategically to showcase your work and attract clients.
- **Adaptability & Continuous Learning:** Stay open to feedback, learn new skills, and adapt to industry changes to remain competitive.

Practical Tips

- Use templates for proposals and client emails to save time.
- Automate invoicing and payment reminders where possible.
- Set boundaries to avoid burnout—communicate availability clearly.
- Regularly review your business goals and adjust strategies accordingly.