



The Master Freelancer's guide to finding a first class next contract

WEEK ONE

WEEK TWO

WEEK THREE

WEEK FOUR

WEEK FIVE

What Just Happened?

Right, put your phone on silent, find a place where you won't be disturbed for 30 minutes or so, get yourself a glass of water and take a couple of deep breaths... That's better...

At the end of this step, you will have gained some important insights to help you take stock of your freelancing journey so far. Why is this important? Well, clients want to hire freelancers who can clearly articulate both their past success and how the industry is evolving. They know that in order to help their organisation grow they need a freelancer who has the ability to role model improvement themselves.

Master Freelancers have growth mindsets and are black-belts in learning.

Now put your thinking cap on so you can review a few key moments. This will require some quality reflection.

So, thinking about your last 3 contracts...

Contract 1:

Contract 2:

Contract 3:

1. What were your top highlights or proudest moments?

2. What did you do really well and why?

3. What impact did that have?

4. What overall insight did you gain about this type of client/industry work?



Great – hopefully that has reminded you of a few important things you have achieved and has built a sense of ‘yeah, well done me!’ Let’s now validate your assessment with what other people think. Gulp.

List 3-6 colleagues/clients who can say what it is like to work with you.

- | | |
|----|----|
| 1: | 2: |
| 3: | 4: |
| 5: | 6: |

Be brave and send them an email right now with the following questions:

1. What 3 words would you use to describe me at my best?
2. What do I do really well and why?
3. What impact does this often have?
4. What 2 things would you encourage me to differently and why?
5. What would you say is the one key industry trend that you are seeing?
6. Would you be happy to introduce me to some of your contacts? If so, which 3+ people might be interested in working with me in the near future?

Phew! What did that feel like? Not too weird hopefully as you might be doing this kind of reviewing already. What we have noticed is that Master Freelancers ask these questions as a matter of course on every project they do to help them learn, refine their brand and to develop great leads to future work. So, having completed just this one step you are well on your way!

A couple of final reflections to finish this first step... When you get your replies back, schedule another 30 minutes to notice how they complement your own self-reflections. How are they similar, different, better or worse? Any themes? What insights have you got?

Some suggested actions:

- Email back to say thank you!
- Update your website/LinkedIn/other social media with the testimonials and tweak your profile to reflect key words.
- Connect with the people who have been recommended to you.

Now you are clearer on where you are currently at as a freelancer, we will focus on your future in Step 2...

We would love your feedback:

- What did you find most useful?
- What didn't you like?
- How could we make this better?

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Part Two coming very soon.

For free trials of our pilot products, drop us a line at:

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