

CHECKLIST

HOW TO START FREELANCING?

1

WRITE YOUR FREELANCE BUSINESS PLAN

WHAT? Write down a business plan even if it's not required in your situation.

WHY? It will help you identify how you want your business to operate and understand your business structure, goals, and how to get there .

2

CREATE YOUR BUYER PERSONA

WHAT? Your buyer persona is a fictional representation of your ideal customer based on deep research of your existing or desired audience.

WHY? You have to understand your clients' needs, and how and why they arise.

3

CONDUCT COMPETITOR ANALYSIS

WHAT? Compare your business's service or product with your competitor's, focusing on the price, quality, buyer persona, and customer experience.

WHY? It will provide insight into verifying and defining your customers' needs.

4

CHOOSE THE BEST-SUITED LEGAL STRUCTURE

WHAT? The right structure for your business depends on your workload, costs, liability, tax planning, and planned future growth. For most freelancers, there are in practice 2 main options: operating as a sole proprietor, or forming an LLC.

WHY? It will significantly affect your legal, organizational, and business costs, as well as your obligations and arrangements.

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SELECT THE RIGHT BANK

WHAT? Even if it isn't strictly required, consider using a separate bank account that's only for your freelance business's finances.

WHY? It constitutes protection for your business finances by keeping them separate from your personal funds, especially in the event that you're ever audited.

6

MANAGE YOUR TAX RESPONSIBILITIES

WHAT? Unless you have enough time and knowledge to manage your tax responsibilities by yourself, you need high-quality accounting services that suit your business.

WHY? Determine how you'll be taxed to meet your local legal obligations and requirements.

7

SET YOUR RATES AND MONITOR YOUR FINANCES

WHAT? Fully understand how your freelance business is performing at any given time.

WHY? You need actual data to be aware of how your numbers fluctuate so you can meet your local legal requirements, tax obligations, and be sure that your rates are set correctly.

8

CREATE & PROTECT YOUR BRAND

WHAT? Create your logo, portfolio, website, or profile on social media. You don't need anything fancy to start with – just a platform to showcase your expertise, past work, and provide contact information.

WHY? As a freelancer, your brand is one of the most valuable assets and will be a key driver in attracting your potential clients.

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MARKET YOUR FREELANCE BUSINESS



WHAT? Promote your freelance business on social media, in your professional networks, on freelance job boards, and/or on your dedicated website.

WHY? You need to spread the word about your expertise, specializations, and previous projects to attract potential clients and convince them you're worth hiring.

YOUR NOTES
