THE INSIDE STORY

If you have made your way to this guide you no doubt know that tech is a growing industry and technical skills are becoming more and more valuable everyday.

Maybe you've read the stories that talk about how by 2020 there will be nearly one and a half million open jobs in the tech sector, or you've seen that tech skills are 20 of the top 25 most sought after skills by employers on Linkedin, or that all 10 of the fastest growing keywords in job listings on Indeed are tech related.

Or maybe you are inspired by all the stories about startups and want to try your hand at launching an app or website!

Or maybe you are looking for a way to work that is lucrative and fun, but also flexible and portable, and can allow you to live the life you want, wherever you are in the world.

Whatever has brought you here, I want to say: welcome! And, congratulations!!

No matter what your end goal, investing in yourself and investing in greater technical skills is guaranteed to pay off. Technology is not going anywhere, and the more you know, the more empowered you are to be a leader in the economy of the future and the more valuable you become as an employee.

Now, traditionally, we have been taught that in order to reap the rewards of a new skill we have to first devote years to study.
You have to be a master, right? 10,000 hours and whatnot! You can't make money when you're just learning!

Nope!

Sorry, hate to break it to you, but you don't need to wait that long. In fact, I would advise you not to wait until you are a master, and instead, start using your skills to make money almost immediately.

Here's why: technology changes incredibly fast. Lightning speed. So it's incredibly important that you pair your learning in a class environment with learning in...an industry environment.

In fact, I think not making money off your coding skills while you learn is one of the worst decisions you could make.

You see, the more exposure you have to actual clients, actual companies, actual industry professionals, the more you will know about what skills you should be focused on developing and which ones are a waste of your precious time.

That's right: earning money from your coding skills while you are learning is not only great for your bank account, it’s actually the best way to make sure you are learning the right stuff!

How does that sound? Good? Good!

So fire up your text editor, strap on your confidence cap, and get ready to: get paid to learn.
HOW THIS GUIDE WORKS

This PDF is meant as an action oriented guide, full of practical tips designed to show you exactly how to make at least $1000 while you are learning to code.

Does that mean you can make more than $1000? Absolutely! I think with a little bit of effort, persistence, and courage, you can make A LOT more than $1000.

But let me warn you, this isn’t a get rich quick scheme. There is nothing here other than sound, practical advice on how to take advantage of the incredibly valuable skills you are now developing.

And look, I will be honest with you: you are going to have to work for it. Making money when you are starting out isn’t easy. But the more you practice the better you get, and the easier it will be.

Five years ago, when I started to learn to code, the thought of anyone paying me to code was INSANE. I was so unsure of my skills and their value that I literally did projects for FREE.

Luckily, I quickly realized that giving websites away for free was ridiculous, and I started to charge for my work. I began by charging a few hundred dollars, then $500, then $1000, then $2500 then $9000 and before I knew it I had a thriving web design and development company and was charging the New York Times more than $50,000 for our services.
Today, I turn down paying gigs literally every week. Even if I worked all day every day I could never code all the websites that people need coded. Which is why I have dedicated my time to educating people like you so together, we can start to put a dent in all that demand.

I know this story sounds exceptional, but I really don't believe it is. You may not end up working for the New York Times, and you may not start a company, but you can ABSOLUTELY earn a healthy salary with your technical skills, and you can get there much faster than you would ever believe.

This guide is also designed to be a companion guide to the Skillcrush Career Blueprints. If you are not familiar, make sure to check out all our offerings, here. The Skillcrush Career Blueprints are structured to give you exactly the knowledge, support, and practical skills you need to break into tech.

As you work through the guide you will also see notes on what Blueprints match which stages of the getting paid to learn process.

But whether or not you choose to learn to code with Skillcrush, I trust you will find more than enough information in this PDF to get you started making money with your new skills.

“When you finish the course, there are so many skills that you learn that you can charge someone for. You will absolutely walk be able to make money. I refuse to believe otherwise!”

- Rashida Balogun, Skillcrush Blueprint Student
IN THIS GUIDE, YOU’LL LEARN:

- The stages of learning to code, and what kind of work you can do at each stage in your coding journey
- Where to find your first paying client, and how to build an endless pipeline of paying clients (so many in fact, that you are going to start turning down work)
- How to package your work and how much to charge for each project to make sure you hit your $1000 as soon as possible
- How to stand out in the sea of freelancers and make sure YOU land the job
- What to expect in terms of your short-term and long-term earning potential
- How to take advantage of your other skillsets and prior work experience to maximize your earnings at every stage.
- Examples and links to REAL ADS and JOB LISTINGS that you could apply for.
- I’ll even give you some practical – and fun! – ideas about what to do with the money you make, and how to keep investing that money to skyrocket your return on investment.
HOW MUCH YOU CAN EXPECT TO MAKE

I want to both temper your expectations and get you excited about how much you can make with your new coding skills.

I know...doesn’t make a ton of sense! Ha! Bear with me :)

Salaries in tech can be quite exceptional. Just look at some of the average salaries for various tech jobs, according to top job site, Indeed:

<table>
<thead>
<tr>
<th>Job Position</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Web Designer</td>
<td>$71,000</td>
</tr>
<tr>
<td>Junior Web Developer</td>
<td>$71,000</td>
</tr>
<tr>
<td>WordPress Developer</td>
<td>$79,000</td>
</tr>
<tr>
<td>Quality Assurance Tester</td>
<td>$79,000</td>
</tr>
<tr>
<td>Junior User Experience Designer</td>
<td>$87,000</td>
</tr>
<tr>
<td>PHP Developer</td>
<td>$87,000</td>
</tr>
<tr>
<td>Senior Web Designer</td>
<td>$92,000</td>
</tr>
<tr>
<td>JavaScript Developer</td>
<td>$93,000</td>
</tr>
<tr>
<td>Front End Developer</td>
<td>$95,000</td>
</tr>
<tr>
<td>Senior User Experience Designer</td>
<td>$97,000</td>
</tr>
<tr>
<td>Ruby Developer</td>
<td>$102,000</td>
</tr>
</tbody>
</table>
Of course, to land a job like these you will need experience and a portfolio of work to prove you have the skills.

In this guide we are going to encourage you to do some crazy things like, do a job for $5.

At this point you are probably thinking to yourself, ok, sure, if I do 200 projects I could make $1000, but that sounds miserable!

The reason why I want you to consider doing a job even for $5 is that I have come to believe that it’s harder to go from not charging to charging $5 or $50, than it is to go from charging $50 to $5000.

Here’s why: the first, and most important, hurdle you have to overcome is just believing that you know enough to take someone else’s money.

Once you overcome that hurdle, and start to realize just how valuable your skills are, you will find yourself doubling and tripling your rates in the matter of weeks.

So start small, and then don’t be surprised when your earnings start to grow exponentially.

**Special Tip:**

One freelancer on Fiverr, a site dedicated to $5 gigs, made enough money to buy a 3 bedroom, 2 bathroom house in just one year! And you turned up your nose at a $5 gig! Learn more.
START BEFORE YOU’RE READY,
BUT ALWAYS DO YOUR best WORK
GET INTO THE GAME

It’s super easy to start thinking “I’ll never be enough, know enough.”

Heck, even with my years of experience I feel some version of this everyday. Sure, by now I don’t worry about whether I know how to build a website, but there is always something that you have to do that you’re not ready for.

You think I know how to manage a growing company and a team of 12?!?

When I start to feel The Fear™, I remember that everyday is a new opportunity to wake up and do it better, and as long as I do the best work I can at every step, then I can always feel proud of the work I am doing.

Will you be providing the most excellent, knowledgeable service possible? No. But the unfortunate truth is that that level of service is expensive. Really expensive. It’s not unusual for an experienced developer to charge $150, $250, or more, an hour. And many design agencies don’t take projects less than $50,000 or $100,000!

And yes, I am sure that for $100,000 you get a super amazing really awesome website, but that’s way outside the price range of the vast majority of businesses, independent entrepreneurs, artists, musicians, freelancers, and charity organizations who are perfect clients for you.

And frankly, it’s overkill.
Your writer friend doesn’t need a $100,000 website.

But they do need a $500 website, and guess who is the perfect person to make it for them?

You are!!

So I want you to quiet the voices in your head that say you don’t know enough, and instead, focus that energy on getting creative about what you do know and what you can do.

And then I want you to work your butt off on every project and deliver the most incredible, most amazing, most perfect version of that project that you can.

Special Tip:
Skillcrush WordPress Developer Blueprint students usually charge $500 for their first freelance coding project. If they can do it, so can you!
6 SIMPLE STAGES TO GETTING paid TO LEARN
Before you ever crack open a code editor, you can use some really valuable digital skills to get your foot in the door. Just like the dishwasher who used some cleaning chops to get closer to the world of private chefs, you can learn fundamental digital skills to produce something every tech professional needs.

**THE PERFECT SKILLCRUSH BLUEPRINT FOR STAGE 1:**
Web Design Blueprint

**WHEN YOU’RE LEARNING:**
- Design fundamentals
- Photoshop
- User experience design
- A little bit of HTML

**YOU CAN OFFER:**
- User persona analysis & planning
- User flow analysis & planning
- Moodboards
- Sitemaps
- Wireframes
- Color palettes
- Typography
- Web page re-design or design
- Website re-design or design

**YOU CAN GET HIRED AS A:**
- User Experience Consultant
- Junior Graphic Designer & Photo Editor
- Branding Consultant

**Special Tip:**
If you can’t afford or don’t want to pay for Photoshop, there are plenty of free design tools to help you get started. Try GIMP or Canva.
YOU CAN GET HIRED BY A:
- Small business owner doing re-branding
- Established developer looking to collaborate on a project
- Web design agency
- Branding agency

YOU CAN FIND JOBS FROM:
- 99designs
- Behance job list
- Fiverr

EXAMPLES OF REAL-LIFE JOB LISTINGS:
- Photoshop editing via Fiverr, $5
- Landing page design via 99designs, $499
- Visual designer at Huge, permanent, full-time
YOU CAN MAKE:
$5 - $500 PER PROJECT

- A $5 job is editing a photo on Fiverr.
- A $50 job is creating a simple custom header for a blogger.
- A $100 job is doing one-time QA testing for a developer.
- A $500 job is creating a branding and site design package for a client or developer that includes: moodboard, wireframe, site map, user personas, color palette, type scale.
Now that you know all about user experience design and how to create beautiful designs in Photoshop, you’re ready to learn how to code those sites. The first step in learning to bring your designs to life is to learn HTML and CSS. And don’t forget that now your toolkit includes everything you learned at Stage 1. You are so in business.

THE PERFECT SKILLCRUSH BLUEPRINTS FOR STAGE 2:
Web Design Blueprint

WHEN YOU’RE LEARNING:
• HTML
• CSS
• FTP (how to get your site online!)

YOU CAN OFFER:
• Custom email templates
• Web page or website components (menus, buttons, headers, footers, etc)
• Transform PSD designs to HTML/CSS sites
• HTML & CSS code debugging
• Website creation & re-creation (from “scratch” or using services like Tumblr or SquareSpace)
• Website updates & maintenance

YOU CAN GET HIRED AS A:
• Email marketer
• Website administrator
• Web designer
YOU CAN GET HIRED BY A:
• Local business needing a simple website
• Non-profit doing email campaigns
• Web development agency

YOU CAN FIND JOBS FROM:
• Craigslist
• Idealist.org
• Elance

EXAMPLES OF REAL-LIFE JOB LISTINGS:
• Website HTML content and design assets via Craigslist, telecommute, hourly
• HTML email marketing for Lincoln Center via Idealist.org, temporary, full-time
• Website re-design & development via Elance, $1,500-$2,500

LEARN THE SKILLS
You can learn the skills you need in our Web Designer Blueprint.

SIGN UP HERE!
YOU CAN MAKE:
$300 - $1000 PER PROJECT

- A $300 job is creating a custom email or newsletter template for a brand or individual
- An $500 job is debugging and updating an existing site.
- An $800 job is building or redesigning a single page.
- A $1000 job is building a simple site with multiple pages.
Now that you are an old hand at designing & coding awesome experiences for the web, it’s time to learn how to adapt those skills to our new mobile world. Luckily, since you have focused on learning design process best practices, all of the UX know-how and code savvy you’ve built up will perfectly translate into the wild world of mobile design and development. You just need to know a few tricks and you’ll be well on your way!

The perfect Skillcrush Blueprint for Stage 6: Mobile Web Designer Blueprint

When you’re learning:
• User Experience for mobile devices
• How to adapt your web designs for mobile
• CSS media queries
• JavaScript for mobile

You can offer:
• Making existing websites mobile (design & code)
• Designing & developing mobile websites from scratch
• Mobile usability testing
• Mobile user experience design
• Mobile website updates & maintenance
• Web app creation
• JavaScript & jQuery code debugging
You can get hired as a:
- Responsive Web Designer
- Mobile Web Developer
- Responsive Web Developer

You can get hired by a:
- Local business needing a mobile website
- Web development agency
- A tech or mobile app company

You can find jobs from:
- Craigslist
- Idealist.org
- Elance

Examples of real-life job listings:
- Junior Frontend Developer at Ad Agency - Craigslist - full time, salary
- Web Developer - Change Corp via Idealist.org - full-time, salary
- Small Business Website - Elance - $1,000-$5,000

LEARN THE SKILLS
You can learn the skills you need in our Mobile Web Designer Blueprint.

SIGN UP HERE!
You can make: $500-$5000 per project

- A $500 job is conducting a mobile usability test.
- An $800 job is creating a set of mobile wireframes.
- An $2000 job is adapting an existing website to be mobile friendly.
- A $5000 job is building a fully responsive website.
so you learned how to get paid to build beautiful, streamlined websites for clients. But did any of those clients ask if they could update their sites on their own? Or if you could add plugins? Or help with SEO optimization? Then you are lucky you’re learning WordPress at Stage 3.

Did you know that over 60 million websites run on WordPress, the world’s most popular content management system? Learning WordPress superpowers your earning potential and allows you to charge clients for SO MANY MORE services. Better get started!

THE PERFECT SKILLCRUSH BLUEPRINT FOR STAGE 3:
Freelance WordPress Developer Blueprint

WHEN YOU’RE LEARNING:
• WordPress
• PHP

YOU CAN OFFER:
• WordPress.com site
• Self-hosted WordPress site
• WordPress plugin development and customization
• WordPress theme development and customization
• PHP code debugging
• Transfer old site to WordPress

YOU CAN GET HIRED AS A:
• WordPress theme creator
• WordPress developer
• PHP developer
YOU CAN GET HIRED BY A:
• Blogger needing a new platform
• Community organization building their site
• Local business or professional
• WordPress design / development agency

YOU CAN FIND JOBS FROM:
• oDesk
• Freelancer.com
• Other WordPress freelancers
• Word of mouth

EXAMPLES OF REAL-LIFE JOB LISTINGS:
• WordPress site update on jobs.wordpress.net for $200-$300
• WordPress plug-in implementation
• for up to $750
• WordPress developer on oDesk for 1-3 months, part-time

LEARN THE SKILLS
You can learn the skills you need in our Freelance WordPress Developer Blueprint.

SIGN UP HERE!
YOU CAN MAKE:
$300 - $2000 PER PROJECT (depending on scope)

✓ A $300 job is debugging an existing WP site.
✓ A $500 job is customizing a WordPress.com theme
✓ A $1000 job is building a simple WordPress site.
✓ A $2000+ job is creating a custom theme or building custom plugins.
At this point, you’ve learned how to charge for some seriously valuable services. But maybe you noticed something you’re missing. Did a client ask for special animation? Did they want something to move around the page? Or maybe a client wanted boxes to appear when a user clicks “More.” If you learn JavaScript, jQuery, and APIs, you can make your already powerful websites interactive. Cha-ching.

THE PERFECT SKILLCRUSH BLUEPRINT FOR STAGE 4:
Web Developer Blueprint
Front-End Developer Blueprint

WHEN YOU’RE LEARNING:
• JavaScript
• jQuery
• APIs

YOU CAN OFFER:
• Website customization
• Website interactivity
• Modal creation (pop-ups)
• jQuery effects
• jQuery actions
• jQuery plugins
• API integration (connect your site to Twitter, for example)
• Web app creation
• JavaScript & jQuery code debugging
YOU CAN GET HIRED AS A:
- Website interaction specialist
- Front-end developer
- JavaScript engineer

YOU CAN GET HIRED BY A:
- Friend wanting a “fancy” website
- Non-profit improving their website
- Mid-sized company updating their website

YOU CAN FIND JOBS FROM:
- Dice
- Flexjobs.com
- Twitter search
- Meetup groups

LEARN THE SKILLS
You can learn the skills you need in our Front End Developer Blueprint.

SIGN UP HERE!
YOU CAN MAKE:
$500-$2500 PER PROJECT

- A $500 project is debugging an existing site with JS.
- A $1000 project is adding interaction to an existing site (like Twitter feed, modal pop-ups, image slider).
- A $1500 project is building a simple interactive site from scratch.
- A $2500 project is building a custom JavaScript app.
You are already in “dream job” territory here, and by that I mean: if you know UX design, Photoshop, HTML, CSS, JavaScript, jQuery, and APIs plus WordPress, you can land an amazing full-time job. But if you want to keep supersizing your earning potential, and making money as you learn, then your next step is to learn a programming language like Ruby so you can build awesome web apps. And it’s time to learn how to work on a team of developers with Git.

THE PERFECT SKILLCRUSH BLUEPRINT FOR STAGE 5:
Web Developer Blueprint
Ruby on Rails Developer Blueprint

WHEN YOU’RE LEARNING:
• Ruby
• Sinatra
• Command Line
• Git & GitHub
• Rails

YOU CAN OFFER:
• Ruby application development
• Ruby code testing and maintenance
• Ruby code debugging

YOU CAN GET HIRED AS A:
• Web app creator
• Back-end programmer
• Ruby developer
YOU CAN GET HIRED BY A:
• Company creating a web app
• Software developer
• Tech start-up

YOU CAN FIND JOBS FROM:
• Authentic Jobs
• Mashable job board
• Local hackathons

LEARN THE SKILLS
You can learn the skills you need in our Ruby on Rails Developer Blueprint.

SIGN UP HERE!
YOU CAN MAKE: $1000-$4000 PER PROJECT

- A $1000 project is debugging and adding to an existing Ruby app
- A $2000 project is assisting a software developer building a web app
- A $4000 project is building a custom web app from scratch
LET'S TALK about MONEY
TIME TO COUNT YOUR CASH

I wasn’t totally honest about something. Remember when I said you could make $1K while learning to code? You can actually make a lot more than that. If you add up the minimum payback for each stage, you’re already looking at a whopping $2,105.

Now, you don’t have to continue through all the stages. If you LOVE developing WordPress sites, you can stop right there. And keep in mind that your earning power depends on how many projects you take on. If you only take on one gig on Fiverr in Stage 1, for example, you only made $5. But what if you took on 10 gigs? That’s 10 times the payback.

Okay, so your cash flow is variable. But what are some guidelines for deciding how much to charge for your first projects? Read on, grasshoppers, read on.
HOW TO KNOW WHAT TO CHARGE

We’ve given you average prices you can charge at each stage, but, depending on the project, you might want to consider different ways of charging.

When you’re starting out, charging on a per-project basis (rather than hourly or weekly) is probably your best choice. This is because you won’t yet have the experience to know how long the work will take and, even if you do, you’ll probably be slower doing the work than a more experienced person would be. You don’t want to punish your client for that. Think of project-based fees as a way of giving yourself a cushion to make mistakes (and fix them, of course!) or do the extra research you need to get the work done.

Just be sure to include a bit of a buffer in your price for planning, meetings, and communications with your client, plus research and revisions.

And don’t undercharge just because you’re new to all this. If you charge too little, potential clients might suspect that you don’t really have the skills to do the work. You’re still learning, but you already have skills worth their money. Above all, you need to make sure that you are charging enough to keep you afloat financially. If you’re not sure what that means, follow this guide for pricing your work.

Special Tip:

When you are creating a proposal for freelance work, calculate an estimate of how many hours a project will take you, and then double it! The communication, administration, and sometimes extra work will eat up your time budget fast, so a common trick of experienced freelancers is to buffer.
Once you’ve gotten some experience under your belt, you can move on to charging by the hour, day, week, or even month for longer-term projects. Depending on your skills and your location, you should consider hourly rates of $20-$25 the very minimum you charge, $50-$100 the average, and about $150 the maximum.

You should also have separate rates for website maintenance. Usually an hourly rate for “one-off” jobs, like fixing a minor issue, or a “retainer” rate (per month with a maximum number of hours) are standard in this case.

It will probably take some trial and error to figure out the rates that are right for your projects or clients. But, if you notice that you’re suddenly flooded with requests, you’re probably charging too little. And, if you can’t get clients to sign on despite having a great portfolio and good skills, you’re probably charging too much.
HOW TO find PAYING CLIENTS
WHERE YOU CAN FIND FREELANCE WORK

We've given you average prices you can charge at each stage, but, depending on the project, you might want to consider different ways of charging.

ONLINE

Elance
oDesk
Freelancer
SimplyHired
Smashing Jobs
Dice
FlexJobs
PowertoFly
Guru
99Designs
Coroflot
Authentic Jobs
Mashable job board
Behance job list
PeoplePerHour
Craigslist
Fiverr
Idealist.org
dice
Twitter search
Google alerts
Online competitions
Twitter
Facebook
Pinterest
LinkedIn
Google+
Your own personal site!

LOCALLY

Small businesses
Entrepreneurs
Non-profits
Volunteer organizations
Hobby / sports clubs
Schools
Religious groups
Community centers
Chamber of commerce
Business organizations
Professional groups

[Special Tip:]
The VAST majority of Skillcrush students find their first paid project via their personal or professional networks. Someone who knows you (or knows a friend of yours) is much more likely to hire you even if you have no prior experience. So don't be afraid to tell everyone you know that you are looking for work!
WORD of MOUTH
TELL EVERYONE YOU KNOW
(IN PERSON OR BY EMAIL/TEXT)
WHERE YOU CAN FIND FREELANCE WORK (PART II)

The most reliable way to land freelance projects is to tell everyone you know that you are available for hire! Think you don’t know anyone that might be interested in hiring you? Think again!

PEOPLE YOU ALREADY KNOW:

- Family
- Friends
- Friends of Friends
- Neighbors
- Acquaintances from Hobbies and Organizations

PEOPLE IN YOUR PROFESSIONAL NETWORK.

- Former Colleagues: people who you have enjoyed working with before are great people to contact to work with again
- Other Tech Service Providers: designers, developers, etc. are very likely to know people who need your services, or might even need them themselves.
- Other Freelancers in Your Field: successful ones often get request for more work than they can handle alone!

PEOPLE TO EASILY MEET:

- Tech Groups
- Meetups
- Conferences
- Hackathons
HOW TO keep LEARNING AND EARNING
HOW TO PLAN YOUR LEARNING SO YOU CAN START MAKING MONEY AT EACH STAGE

✔️ MAKE A DETAILED STUDY PLAN.

There’s a wealth of information and opportunities to learn tech nowadays, but that can be both a blessing and a curse. Although confusion is your friend, you want to stay focused and not get overwhelmed, so you need to have a clear plan of what you want to learn.

So, whether it’s web design, web development, or WordPress – or even all three of them – you need to set specific goals to keep yourself focused.

✔️ BREAK DOWN YOUR STUDIES INTO MANAGEABLE PARTS.

Start with broad topics (like web design or programming) and then break them down into smaller parts.

For example, if you’re interested in web development, you’ll need to start with the foundation that all sites are built on - HTML & CSS. Then, you can learn to make websites interactive with JavaScript & jQuery. And, finally, you can add web apps to your repertoire with a programming language like Ruby.
SCHEDULE YOUR LEARNING.

We all have the best intentions, but we also all have busy lives. To make sure that life doesn’t get in the way of your learning, you need to include it in your daily or weekly routine. You can do this by just deciding that you’ll study a certain amount of time each day or each week. Or you can divide your study material into parts that you plan to achieve in a certain amount of time. And let’s be honest. We all have different work styles, so some people might need more encouragement to keep going (from a class or group), and others might be better at working independently.

Whatever method you use, you should definitely schedule it in your calendar or on your to-do list. That way you’ll remember it and make time for it along with all the other things you need to do each day.

CENTER YOUR LEARNING AROUND DELIVERABLES.

Since the reason you’re learning tech is to make money with it, you can kill two birds with one stone by planning your studies around projects that you can first do for yourself, then add to your portfolio, and finally offer to clients.

So, in addition to learning color theory, put what you’re learning about color into practice by coming up with a new color palette for your own website. Or, instead of just reading about jQuery effects, add some scrolling to your bio page or animation to your site menu.

Special Tip:

Try rewarding yourself with something you really enjoy, such as your favorite Netflix show or a sunset stroll outside, after completing a lesson or practice exercise. It helps keep you on track!
FIND OR CREATE A LEARNING COMMUNITY TO FOSTER YOUR GROWTH.

As much as you love tech and are excited about the prospect of earning money with your new skills, doing it all on your own can be both lonely and challenging. But, thanks to both online and in-person communities, it doesn’t have to be!

ENROLL IN A SKILLCRUSH CAREER BLUEPRINT.

If all of these steps to creating the perfect learning plan are sounding a little bit overwhelming, then the Skillcrush Career Blueprints are designed for you! Skillcrush Blueprints are built to give you everything you need to hit the ground running and get paid to learn to code.

When you enroll in a Skillcrush Career Blueprint you will walk right into a ready-made learning plan, structured with day-by-day steps and focused on actionable deliverables. Plus, you will gain access to a library of world-class learning materials, instantly become a part of the thriving Skillcrush community of code learners, and get valuable career guidance and coaching from knowledgeable instructors and industry professionals.

TO ENROLL TODAY, CLICK HERE
GET ESSENTIAL RESOURCES YOU NEED.

When you have questions, tap into the amazing resources (many of them free!) that can complement your learning. There are thousands, if not millions, of resources to choose from. Here’s a curated short list of Skillcrush favorites to get you started:

**Books**
- A Book Apart series
- Jon Duckett’s *HTML & CSS*
- Jon Duckett’s *JavaScript & jQuery*
- PeachPit’s *JavaScript: Visual QuickStart Guide*
- No Starch’s *Book of Ruby*

**Online resources**
- Hack Design
- A List Apart
- Smashing Magazine
- CSS-Tricks
- W3C Schools
- Mozilla Developer Network
- Javascript is Sexy
- learn.wordpress.com
- codex.wordpress.org
- Stack Overflow
- Skillcrush

**Newsletters**
- HTML5 Weekly
- JavaScript Weekly
- Ruby Weekly
HOW TO SHINE WHEN LOOKING FOR FREELANCE JOBS

✔️ FULLY FILL OUT YOUR PROFILE ON FREELANCING JOB SITES.

You’ll seem much more reliable and knowledgeable to potential clients if you specifically list what you can do. So, list all your skills and strengths and definitely links to your online portfolio or attachments of samples of your work.

✔️ BE SPECIFIC IN YOUR BIDS AND OFFERS.

Your potential clients will probably get several or even dozens of offers for their project. So, the more detailed information you can give them about what you can do, the more likely they are to trust you and hire you.

✔️ START WITH SMALL PROJECTS TO GAIN EXPERIENCE AND CONFIDENCE (AND POSITIVE REVIEWS).

Of course you hope to make big bucks, but you have to start somewhere! You can easily build your portfolio along with your confidence – and bank balance! – by first taking on small projects. So, go ahead and offer to do “just” the re-design of an email template or fix a few bugs on a WordPress site. Everything you do adds to your resume and proves to yourself you can do it. And every penny counts too.
Don't sell yourself short.

Just because you're new in tech and still learning doesn't mean you have to downplay your skills. Don't worry about what you don't know. Sell what you do know! That means instead of saying “I've only been doing this for x months.” or “I don't have a lot of experience.”, you should say “Here are examples of work I've done.” or “I can do x, y, and z for you.”

Stretch yourself, but not too far.

Speaking of confidence, don't be afraid to take on some more challenging work. You are learning new skills all the time, right? That means you're able to do new things to make money!

Make sure you don't take on too much, and try to have a backup if you get stuck – like a friend with more tech experience, a meetup group, a library of resources (see below), or even just some killer online search skills.
HOW TO TAKE THE FIRST STEPS TOWARDS EARNING WHILE LEARNING

✔ BUILD YOUR ONLINE PRESENCE.

As a tech freelancer, your own website with a portfolio featuring your work is a MUST! But don’t forget about showing off your web design work on Dribbble or your web development projects on GitHub. The more you can show clients what you can do, the more chances you will have to make money!

✔ SHARE IT.

And don’t forget the power of social media. Besides looking for gigs on services like Twitter and LinkedIn, be sure that you mention in your profile that you’re a freelancer looking for work.

And take advantage of these free ways to advertise by setting up a Facebook page, Pinterest board, etc. for your work and joining LinkedIn and Google+ groups relevant to your skills.

✔ SHOUT ABOUT IT.

Text, audio, and video are the mediums of the web so make sure your message is in those mediums. That means writing about what you do on your own blog (and maybe also on publishing platforms like Medium) or maybe doing audio or video podcasting too. This is also a great chance to make yourself known as an active member of the tech community and even an expert in your field.
LEVERAGE YOUR OTHER SKILLS BY APPLYING THEM TO TECH.

Whether you are a creative or working in a field that seems totally unrelated, you can bring that experience to the table by applying the skills directly to your code or building websites for others in the industry.

1. If you’re in **marketing**, you can offer consulting for online campaigns and sales.

2. If you’re a **writer**, you can offer proofreading or copywriting services for websites.

3. If you’re a **graphic designer**, you can offer illustrations, icon sets or logos for social media or websites.

4. If you’re a **photographer** or **videographer**, you can offer image or video editing services for social media or websites.
HOW TO SPEND THE $1000 YOU’VE EARNED

✔ PAY THE BILLS
Not the most glamorous thing, I know. But, hey! We all gotta do it. And don’t forget to set aside something for taxes and social security!

✔ SAVE FOR A “RAINY DAY”
Or at least it’ll give you a cushion while you look for your next freelance clients or save you from a jam if your hard drive dies tomorrow.

✔ BUY A NEW COMPUTER OR NEW ACCESSORIES (LIKE A RETINA MONITOR OR A FASTER INTERNET CONNECTION) FOR THE ONE YOU HAVE
Now that you remember that all hard drives die someday, it’s worth investing in your tools, and the investment will pay itself back fast since you’ll be more effective and efficient.

✔ GET THE APPS YOU NEED
There’s a lot of great open-source and free software out there, but sometimes you’ll need to get paid versions to be able to work with certain clients or just have the features you need to get the job done.
PAY FOR PROFESSIONAL SERVICES

Being a freelancer is relatively simple, but sometimes having the advice of a professional from another field - like an accountant or a lawyer or even a back-up service for your data (See dead hard drive above!) - can save you lots of money and heartache in the long run.

FURTHER DEVELOP YOUR BRAND

Now that you've gotten started, you can take your game to the next level with, for example, new business cards (Yes - People still use them....), a “grown-up” domain name (no more iswearimprofessional.blogspot.com) and subscriptions to professional organizations and publications.

ATTEND CONFERENCES AND INDUSTRY EVENTS

These kind of happenings are incredible opportunities to learn from the best in tech as well as a fantastic chance for face-to-face networking. Who knows - Maybe you'll find the perfect partner for your business. In any case, conferences and events are a great way to get away from your day-to-day and expand your horizons.
INVEST IN LEARNING MORE

You've only just begun your freelance journey so don't stop learning now! Your skills are your biggest asset so be sure to keep maintaining and developing them. We recommend one of our Skillcrush Blueprints for this, of course!

TREAT YOURSELF FOR ALL THE AMAZING LEARNING AND WORK YOU'VE DONE

You've put your nose to the grindstone and made something from nothing. So, don't leave yourself with nothing. Buy those gorgeous boots you've been eyeing; have a spa day with your best friend; or just treat yourself to lunch out once a week. Whatever you do, enjoy! You deserve it!
NEED more SKILLS?
CHECK OUT OUR BLUEPRINT.
LEARN TO CODE WITH US IN A 3-MONTH ONLINE COURSE

Are you pumped about working in tech but not sure where you’ll fit in, or that you have what it takes? Or maybe you know you want to take advantage of the flexible work schedules and high salaries that are common in the tech industry, but you have no idea where to start? (Coding...what?) A Skillcrush Career Blueprint could be right for you.

Skillcrush Blueprints are our 3-month class packages designed to give you the skills and confidence you need to earn more money, level-up your career, and find fulfilling, flexible work. In a Blueprint, you can learn everything from how to design a website users love, to how to build web apps from scratch.

In each Blueprint, you’ll get short, digestible lessons in your inbox daily, live office hours with instructors to ask all your questions, and access to the Skillcrush community of fellow learners.

And you can enroll in ANY of them with absolutely zero experience with code.

HERE ARE SOME OF THE BLUEPRINTS WE OFFER:

- **WEB DESIGNER**
  - AVERAGE SALARY: $61,000

- **WEB DEVELOPER**
  - AVERAGE SALARY: $76,000

- **FREELANCE WORDPRESS DEVELOPER**
  - AVERAGE SALARY: $85,000

LEARN MORE ABOUT SKILLCRUSH CAREER BLUEPRINTS HERE
HAVE YOU JOINED the CLUB?

Find more on our blog

If you found this resource (and the ones listed here) helpful, there's even more to discover on the Skillcrush blog.

We share top career advice, inside tech tips, real-life stories of getting into tech, and tons of FREE guides, worksheets, and resources.

Sign up for our newsletter now so you won't miss a post. Each week, we send you 2 researched, detailed, easy-to-read articles to help you harness the power of tech and get the career you deserve.

Join thousands of happy readers! Here's what a few of them have to say:

“I read a blog post every day and learn something new. The resources you give us are priceless!”

SARA EVANS

“I have been on your mailing list now for 8 months and in that time alone I saw the platform grow so much. Seriously, in the online education space you guys have some of the best content marketing. (Some online learning platforms neglect it entirely, while others only post articles about latest updates or course offerings, which is a bore.) Skillcrush actually generates valuable content for readers.“

LAURENCE BRADFORD
“The 99 Tech Terms You Need to Know When You’re New to Tech has been a big help! I love materials that cover the basics.”

APRIL HARRIS

“Skillcrush, Thank you for offering such a great newsletter to your subscribers. The content that you send out is always helpful and something that I can refer back to as I improve my coding skills. I especially love your PDF quicksource guides.”

JUBILEE GRACE

“Your email newsletters, videos and articles are so inspiring, I really look forward to them and I love your attitude, all of you, and the great images. You make me feel included in a world where it seems everyone is an expert, and I wanted to say thanks.”

ATTY CRONIN

“I love your blog posts! They always end up being my lunchtime reads at work!”

CAROLINE KIM

WHAT are YOU WAITING FOR?

Sign up to our newsletter now so you won’t miss a post.

SIGN UP NOW
THANKS for JOINING US.

Feel free to email us with any questions at hello@skillcrush.com.