

Get the skills and knowledge you need
to become a successful freelancer

FREELANCE

in 30 Days



A step-by-step guide by
Ben Matthews

Freelance in 30 Days

Get the confidence and knowledge
to be a successful freelance
consultant

Ben Matthews

This book is for sale at
<http://leanpub.com/freelance-in-30-days>

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*To Jasmine,
Who lights up my life with her laugh.*

Contents

The Freelance Dream	1
Why I wrote this book	2
What this book will teach you	3
How this book Is structured	4
How to get the most value from this book	5
Buy the book	7

The Freelance Dream

Becoming a freelance consultant is a dream for many.

The dream of being your own boss.

The dream of working when you want.

The dream of working where you want.

The dream of working for who you want.

I've been lucky enough to have a successful freelance career for the last few years.

There's been some bumps along the way, but advice and encouragement from a wide range of people enabled me to go it alone and have a good time while doing it.

Going freelance will probably be the most liberating experience of your career. You now don't have to do the 9-5 or the rat race and can theoretically work where and when you want.

But don't be fooled into thinking that it's all networking lunches and working in cafes. There's a lot to do that you normally take for granted when working for a company. You are the be all and end all of your business, so your success depends on nothing else but your hard work.

The pieces of advice contained in the book are coming from the perspective of my experience as a freelancer. My experience will differ from others and most certainly differ from yours. So take the lessons I've learned and apply them to your own situation.

There's a lot of work out for guys like us at the moment and there's certain ways of doing things in the UK for freelancers.

As such, I can't vouch for other lines of work or other geographies – but feel free to take or leave these ideas as you like.

Please bear in mind that I am providing these observations from my own personal experiences and I am not providing legal or tax advice.

You need to pay somebody for that.

Go hire someone good.

Lastly, freelancing is one of the most rewarding, enjoyable experiences you can have in your work.

You're thinking about freelancing because you're good enough and you want the lifestyle it brings.

But perhaps you're not sure where to start, how to make the transition from a full time job to freelancing. What about finding clients? What about getting paid? What about taxes?

Follow the advice in this book and you'll be able to go freelance in just 30 days.

Go for it!

You can always go back to a boring 9-5 job if things don't work out...

Why I wrote this book

Getting started as a freelance can be hard, but I'm here to help you.

Every year, thousands of people have the confidence to start their freelance career. You can do it too.

You can have the flexibility and freedom that comes from running your own freelance business – and enjoy it.

You can make a decent income from your freelance business – often much more than your previous job.

This book aims to get you excited, inspired and absorbing insight into what it takes to go freelance, attracting your first clients, standing out as a high-profile freelancer, and building a valuable pipeline of new business for your freelance consulting business.

This is what I believe in. I believe you can make it as a freelancer.

At the end of this book, if you believe you can make it as a freelancer and decide to take the jump, then you're who I believe in.

I wrote this book for you.

What this book will teach you

While *Freelance in 30 Days* does contain plenty of tips and tricks, guides and advice, it has been my intention when writing this book to equip you with the mindset of a freelancer.

Do you have the confidence, the tools, the work ethic, the network, the relationships to make it as a freelancer?

You might not yet, but *Freelance in 30 Days* will help you learn the freelance way beyond the individual lessons contained in the book.

More than individual lessons, it is the approach you take to your freelance business that will determine whether you are successful at freelancing or not.

Once you start putting these lessons into practice, you will see for yourself how the mindset is as important as the method for a freelancer.

You will learn not only what steps it takes to be a freelancer, but how to think and act like a truly professional freelance consultant.

This is what will set you apart from other freelancers in your field.

How this book Is structured

Freelance in 30 Days is split into six sections, each of which cover a different area of freelancing:

1. *The New Freelancer*: Getting the confidence to go freelance, Setting up as a freelancer, How to set your rate, How to find your first clients, How to win clients, How to network, How to promote yourself online, Set yourself up to work remotely.
2. *The Financial Freelancer*: Private Company vs Sole Trader, Accountants and Bookkeeping, Dealing with the tax man, Annual returns, Self-Assessments, The issue of free work.
3. *The Productive Freelancer*: Time management, Managing multiple clients, Learning to live without a boss, Planning for holiday and sick pay, Work life balance.
4. *The Technical Freelancer*: Using software and apps to run your freelance business, Get yourself a freelance website, Using social media to promote your freelance services, Online freelancing job sites, How to win at freelancing online.
5. *The Valuable Freelancer*: Personal development as a freelancer, Being taken seriously as a freelancer, Being seen as

a ‘consultant’ rather than a ‘freelancer’, How to be more valuable, less disposable, Finish freelance projects on a high with these client pleasers, How to get rid of a client.

6. Interviews with a Freelancer: Q&As with 10 freelancers, looking at what stripes they took to go freelance and what they wish they’d known before they made the transition from full-time to self-employed. Professions that the freelancers belong to include PR, Digital Marketing, Web Development, Design, Social Media Marketing, Copywriting and Journalism.

How to get the most value from this book

The best approach to get the most of *Freelance in 30 Days* is to read through the whole book at least once. This will give you a full overview of what it takes to go freelance.

From there, you can go back to the sections that you wanted to find out more about and reread those parts to get a better idea about that area of freelancing.

Once you actually make the transition to a freelancer, you’ll be able to come back to *Freelance in 30 Days* again and again as challenges appear in your daily freelance business.

New situations will crop up all the time, many of which won’t be covered in this book. As I mentioned before, the key is to get into the freelancer mindset.

Achieve this and you’ll be able to handle anything that comes your way, whatever the challenge.

Ready?

Let's get to work...

Buy the book

Enjoy this preview of 30 Days to Freelance?

[Buy the full version now!](#)¹

¹<http://benmatthews.com/30-days-to-freelance>