

FREELANCE HACKS!

Christina Varro @varrocreative

FREELANCING

Pros & Cons

PROS

- You are the decision maker
- Work on a variety projects
- Ability to scale your income
- You love technology and working in digital
- Better work life balance (set own hours)
- Can work from anywhere

I'm a freelancer, because life is to short to spend it in a cubical.

CONS

- Inconsistent income
- You are every business role (designer/developer/sales/accounting)
- No training or processes
- Technology is always changing
- Need to constantly learn new skills and tools
- Not always respected as a 'business'

Freelancing gives me the flexibility to panic about my job instability anytime I want.



3 WAYS TO IMPROVE YOUR FREELANCING BUSINESS

- 1 Quote & onboard clients
- 2 Build web projects faster
- 3 Get paid faster and consistently





QUOTE & ONBOARD

Hacks

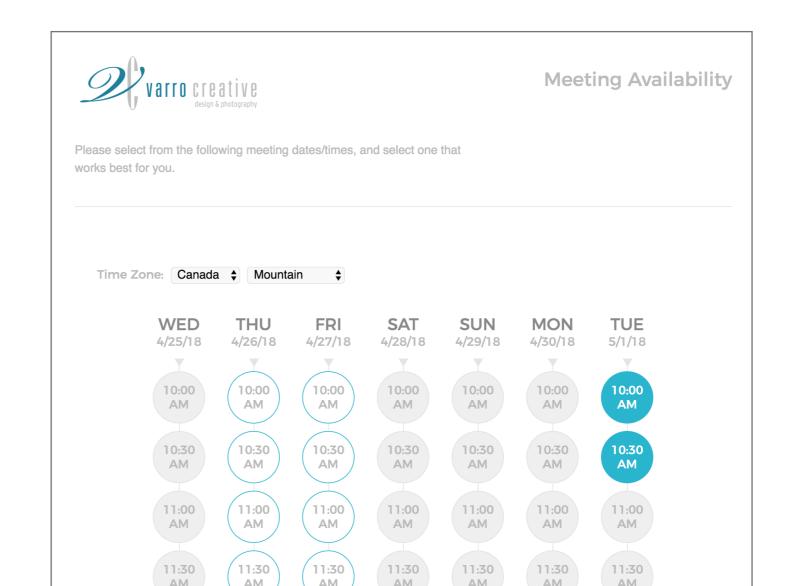


- Set up an auto responder for project inquiries on your website
 - Welcome package
 - Provide helpful information about the process
 - Business hours & best communication methods
 - Link to a 'project worksheet' to supply more details



QUOTE & ONBOARD

- After the fill out your worksheet:
 - Book a meeting, without all the back and fourth



QUOTE & ONBOARD

- Have these items templated and ready to fill and send:
 - Proposal
 - Estimate
 - Contract (digital signature)
 - Outline of next steps
 - Frequently asked questions
 - Password collection form

WEB FORM

EMAIL AUTOMATIONS







E-SIGNATURE

MEETING BOOKING







PROPOSALS





AUTOMATION





"We are what we repeatedly do. Excellence, then, is not an act, but a habit"

-Aristotle



Hacks



- Get your tools in order:
 - Quit using paid themes clients pick!
 - Use a universal theme
 - Consider using a page builder
 - Pay for premium tools
 - Recommend and strongly encourage using your preferred host

Create a base install:

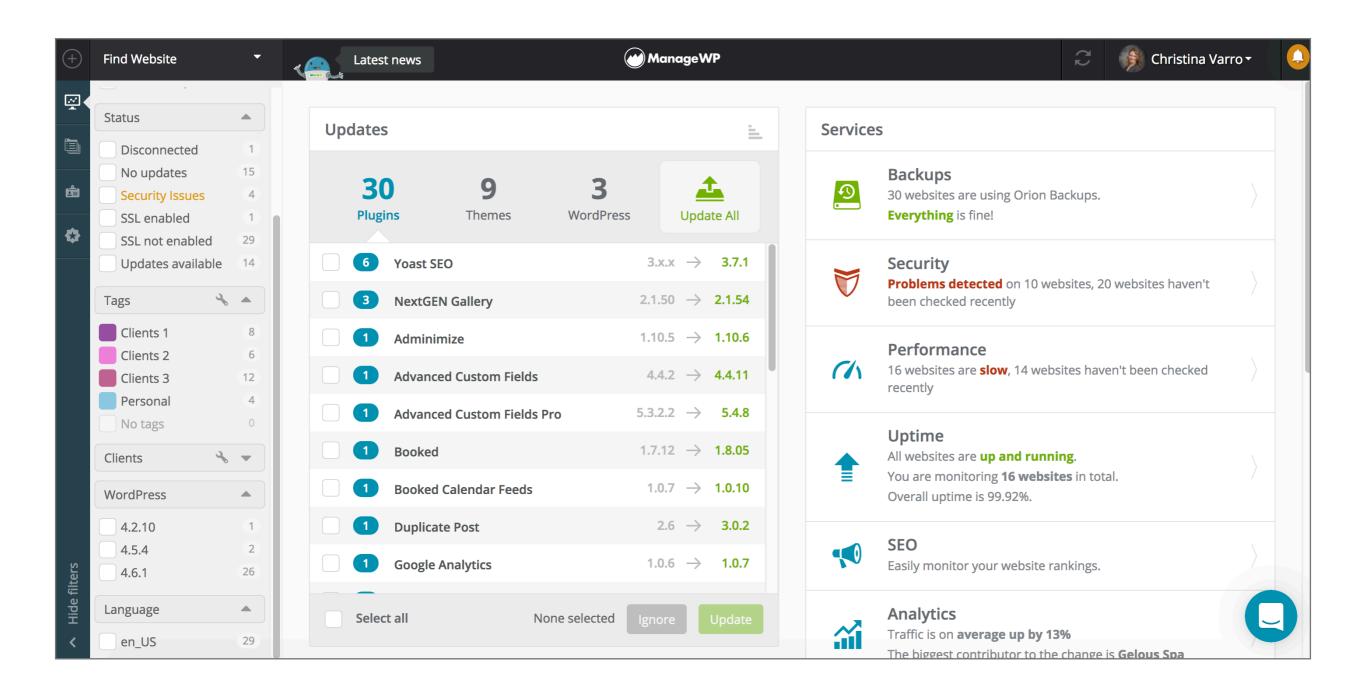
- Install a clean version of WP on your testing server
- Add the plugins and themes you use on every website
- Setup any basic page templates you commonly use
- Create a 'coming soon' page and have it already activated

- What's in my base install?
 - SEO plugin
 - Security plugin
 - Contact form plugin
 - Caching plugin
 - Universal theme
 - Page builder
 - Advanced custom fields plugin

Now clone it!

- Use a WP Dashboard or plugin to clone your base install to start new projects
- Make sure to set up automatic backups in the dashboard
- Tag the project as in development
- Build an amazing web project!





UNIVERSALTHEMES

PAGE BUILDERS









OceanWP.



"Content precedes design. Design in the absence of content is not design, it's decoration."

-Jeffrey Zeldman

GET PAID Hacks

GET PAID FASTER

- Set the tone from the beginning:
 - Set expectations and payment terms upfront (in your contract)
 - Get a downpayment (30-50%)
 before any work begins
 - Invoices hours worked monthly
 - Automatic invoice reminders
 - Accept credit card

GET PAID FASTER

- Earn reoccurring revenue via subscription payment:
 - Website maintenance
 - Blog posts / News updates
 - Google ads
 - Facebook/instagram ads
 - Social media posting
 - Email newsletters

SUBSCRIPTIONS

PAYMENTS







INVOICING





Questions?

OTHER RESOURCES

- WP Elevation
 https://www.wpelevation.com/
- * and.co https://www.and.co/the-freelancecontract/

Thank you for attending!

<u>www.varrocreative.com</u>
@varrocreative