



FREELANCE HACKS!

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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 too 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.



som^{ee}cards

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

QUOTE & ONBOARD

- ❖ **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

- ❖ **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



PROJECT BUILDING

Hacks

PROJECT BUILDING

❖ **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

PROJECT BUILDING

❖ **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

PROJECT BUILDING

❖ **What's in my base install?**

- ❖ SEO plugin
- ❖ Security plugin
- ❖ Contact form plugin
- ❖ Caching plugin
- ❖ Universal theme
- ❖ Page builder
- ❖ Advanced custom fields plugin

PROJECT BUILDING

❖ **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!

+ Find Website
ManageWP Christina Varro

Status

- Disconnected 1
- No updates 15
- Security Issues 4
- SSL enabled 1
- SSL not enabled 29
- Updates available 14

Tags

- Clients 1 8
- Clients 2 6
- Clients 3 12
- Personal 4
- No tags 0

Clients

WordPress

- 4.2.10 1
- 4.5.4 2
- 4.6.1 26

Language

- en_US 29

Updates

30

Plugins

9

Themes

3

WordPress

Update All

<input type="checkbox"/>	6	Yoast SEO	3.x.x → 3.7.1
<input type="checkbox"/>	3	NextGEN Gallery	2.1.50 → 2.1.54
<input type="checkbox"/>	1	Adminimize	1.10.5 → 1.10.6
<input type="checkbox"/>	1	Advanced Custom Fields	4.4.2 → 4.4.11
<input type="checkbox"/>	1	Advanced Custom Fields Pro	5.3.2.2 → 5.4.8
<input type="checkbox"/>	1	Booked	1.7.12 → 1.8.05
<input type="checkbox"/>	1	Booked Calendar Feeds	1.0.7 → 1.0.10
<input type="checkbox"/>	1	Duplicate Post	2.6 → 3.0.2
<input type="checkbox"/>	1	Google Analytics	1.0.6 → 1.0.7

Select all
None selected
Ignore
Update

Services

Backups

30 websites are using Orion Backups.
Everything is fine!

Security

Problems detected on 10 websites, 20 websites haven't been checked recently

Performance

16 websites are **slow**, 14 websites haven't been checked recently

Uptime

All websites are **up and running**.
You are monitoring **16 websites** in total.
Overall uptime is 99.92%.

SEO

Easily monitor your website rankings.

Analytics

Traffic is on **average up by 13%**
The biggest contributor to the change is **Gelous Spa**

UNIVERSAL THEMES



OceanWP.

PAGE BUILDERS



“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



Subscriptions

PAYMENTS



INVOICING



Books



Questions?

OTHER RESOURCES

- ❖ **WP Elevation**

<https://www.wpelevation.com/>

- ❖ **[and.co](https://www.and.co)**

<https://www.and.co/the-freelance-contract/>

Thank you for attending!

www.varrocreative.com

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