FREELANCING 101 RESOURCES

Resource 1: Service Niche Worksheet

My Skills:

1. _____
2. _____
3. _____

Industries I know:

1. _____
2. _____

My Niche Formula: [Service] for [specific industry] to achieve [specific result]

Example: Social media management for real estate agents to generate seller leads

My Niche: _____

Target clients have:

- Budget: $_____+
- Pain point: _____
- Decision maker: _____

Resource 2: Pricing Calculator

Hourly Rate Calculation

Desired Annual Income: $_____ **Billable Hours/Year:** _____ (typically 1000-1500) **Minimum Hourly Rate:** $_____ (Annual ÷ Billable Hours)

Add 30% for:

- Taxes
- Overhead
- Non-billable time

Your Hourly Rate: $_____

Project-Based Pricing

Estimated Hours: _____ **Hourly Rate:** $_____ **Subtotal:** $_____ **Add 20% buffer:** $_____ **Total Project Price:** $_____

Resource 3: Freelance Contract Template

CLIENT: _____ **FREELANCER:** _____ **DATE:** _____

1. Scope of Work [Detailed description of deliverables]

2. Timeline

- Start date: _____
- Delivery date: _____

3. Payment Terms

- Total fee: $_____
- Payment schedule: 50% upfront ($**), 50% upon completion ($**)
- Late payment: [terms]

4. Revisions

- Included: _____ rounds
- Additional: $_____ per round

5. Cancellation

- Notice period: _____
- Refund policy: [terms]

6. Ownership

- Client owns final work upon full payment
- Freelancer retains portfolio rights

Signatures: Client: _____ Date: _____ Freelancer: _____ Date: _____

Resource 4: Cold Email Scripts

Script 1: Research-Based Outreach

Subject: Quick question about [their website/social]

Hi [Name],

I came across [Company] while researching [industry] businesses and was impressed by [specific compliment].

I noticed [specific observation/problem]. For example, [point out issue].

I specialize in helping [target audience] [achieve result]. Recently, I helped [similar client] [specific result].

Would you be open to a 15-minute call to discuss how I could help [Company] [achieve similar result]?

Best, [Your Name] [Portfolio Link]

Script 2: Value-First Approach

Subject: [Specific idea] for [Company Name]

Hi [Name],

I've been following [Company] and had an idea that might help with [specific challenge].

[Share 2-3 specific suggestions they could implement]

I'm a [your service] who helps [target market] [achieve result]. If you'd like to discuss how to implement these ideas or explore other opportunities, I'd be happy to chat.

No pressure if the timing isn't right!

Best, [Your Name]

Resource 5: Client Onboarding Checklist

▢ Contract signed

▢ Deposit received

▢ Welcome email sent

▢ Project folder created (Google Drive/Dropbox)

▢ Communication channel set up (email/Slack)

▢ Kick-off call scheduled

□ Project timeline shared

□ Questions answered

□ Access/logins received (if needed)

□ First deliverable deadline confirmed

Resource 6: Monthly Income Tracker

Month: _____

Client	Project	Hours/Fixed	Rate	Amount	Paid	Status
				$	□	
				$	□	
				$	□	
TOTAL				**$**		

Expenses:

- Tools/Software: $_____
- Marketing: $_____
- Other: $_____ **Total Expenses:** $_____

Net Income: $_____