Complete Freelancing Checklist

(Start, Grow, and Scale Your Freelancing Business)

	Skill Assessment and Development
☐	Pick a freelancing niche
☐	Evaluate your skills and identify your strengths.
☐	Identify online courses to enhance your skills and stay competitive
☐	Create a timeline to complete the courses and training
☐	Join professional organisations and associations related to your freelance field

	Join 10 Freelancing Platforms
☐	Fiverr
☐	Upwork
☐	Freelancer.com
☐	Legiit
☐	People Per Hour
☐	Guru.com
☐	Toptal
☐	
☐	
☐	

	Portfolio Development
☐	List varities of projects that showcase your skills across different aspect of your field
☐	Highlight your achievements for each project
☐	Create clear project description
☐	Incorporate visuals and multimedia
☐	Include client testimonials or reviews related to the projects
☐	Detail your approach, process, and methodologies used in completing the projects

	Online Presence & Branding
☐	Launch your personal website
☐	Complete your freelance platform portfolio section
☐	Add a portfolio page to your website
☐	Optimise your LinkedIn profile and other social media accounts
☐	Use same logo, colour scheme, and style to create consistent brand identity
☐	Create social media content calendar
☐	Invest in search engine optimisation for your website
☐	Showcase client testimonials on your website and social media accounts
☐	Join relevant online communities, forums, and social media groups

	Marketing
☐	Develop an email marketing plan
☐	Create an SEO plan
☐	Design landing pages to promote all your freelance profiles
☐	Create a content marketing plan
☐	Design a social media marketing plan
☐	Build a Google search marketing plan
☐	Create a customer retention plan