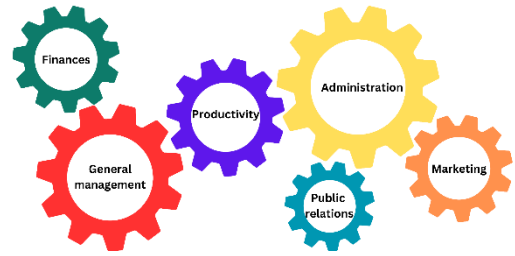


The business side of freelancing

A quick assessment



Answer yes or no to the following statements:

	Statement	YES	NO
GM	I have reasonable leadership skills		
	I can plan and organise tasks		
	I make decisions quite easily		
	I can delegate tasks when needed		
	I am committed to continuing professional development		
F	I know what rates I charge		
	I am clear about the services I offer		
	I am a registered tax payer		
	I can manage my income and expenses		
A	I have templates for quotations, invoices, contracts		
	I am prompt in responding to client queries and in issuing invoices		
P	I manage my time well		
	I access help in my work (software, people, apps, resources)		
	I recognise what work I cannot do		
	I can say no comfortably		
M	I have an online presence		
	I know who my target market is		
	I understand the difference between service benefits and features		
PR	I communicate comfortably with people in general		
	I am aware of how to behave professionally		
TOTAL			

Score: Add up your 'yes' and 'no' responses in each column. Multiply the 'yes' by 5 and the 'no' by 5. This will give you a percentage result. The percentage of 'yes' responses will tell you the extent to which you are managing your freelance work as a business:

0% to 50%: You need help to manage your business

51% to 70%: You are managing some aspects of your business but need to apply more effort to ensure continued success

71% to 100%: Your freelance business is stable and you can continue improving on identified areas of weakness

Have a look at the 'no' responses to see which areas may need more attention: GM=general management, F=finances, A=admin, P=productivity, M=marketing, PR=public relations.



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