



## **Top 20 Freelancer / Contractor Tips**

SpotJobs Career Expo

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1:00pm Main Stage

Melbourne Convention and Exhibition Centre

28 August 2016

# #1

## In the beginning, say Yes

- start through existing connections
  - consider online platforms
- gain experience and build relationships

# #2

## Identify the target audience for your products and services

- understand the type of people you like working with and who will pay you fairly
  - find out where the target audience congregates
  - connect and maintain your relationship with them

# #3

## Clarify your points of difference

- what is different about the way you work?
  - how flexible are you willing to be?
- are you willing to say no or refer on some gigs?

# #4

## Find collaborators, complementers and co-operators

- collaborators who can assist you
  - complementers who can add more value to your clients
- co-operators who can assist the people you attract that are not 100% aligned

# #5

## Refine your products and services

- be willing to let go of non-performing products and services
- be willing to include more relevant products and services
  - rely on instinct and results and ask questions

# #6

## Understand that you may need to have some loss leaders

- some bigger opportunities require an upfront investment
- ensure that there is a fair exchange (even if no direct profit)
- main priority should still be what works (even if it is not your preference)

# #7

## Build your referral business

- follow up with clients and customers
  - build and develop the relationship
- ask for the sale and always say thank you



# #8

## Develop your offline brand

- show up in the real world
- engage with influencers
- support your industry and profession

# #9

## Develop your online brand

- quality website
  - quality social media real estate
- consistent broadcasting and responsiveness

# #10

## Develop your value

- regular education and training
  - maintain your accountability
- improve your strategy and mindset

# #11

## Share your value

- be willing to give back to your industry or profession
  - be willing to mentor new entrants
- document your findings so they can be replicated

# #12

## Be ready to expand

- consider direct referrals and outsourcing first
- start at a manageable level as supervision takes time
- prove what works first and expand that component first

# #13

## Manage your risk

- understand what level of effort you can realistically maintain
  - start new ideas on a trial basis first
  - step outside of your comfort zone but not off a cliff

# #14

## Accept responsibility for your choices

- it won't be the end of the world – you have learnt something
  - be solution focused not victim focused
- don't hand over full responsibility to someone else – own your choices

# #15

## Source reliable and independent professional advice

- look for possible conflicts of interest
- ensure that the priority is for your success not their profit
  - test and measure before proceeding full speed



# #16

## Measure, review and analyse your results

- what can you acknowledge as an achievement?
  - what tweaks do you need to make?
- how will you implement your improvements?

# #17

## Seek reliable feedback of your customers' experience

- mystery shop or award applications
- identify trends from research in your industry or profession
  - contact people who have 'left'

# #18

## Connect with like-minded people

- traditional employees will not understand the freelancer / contractor lifestyle
- reflect on the capital you have created and the freedom you enjoy
  - it is a choice, not better or worse

# #19

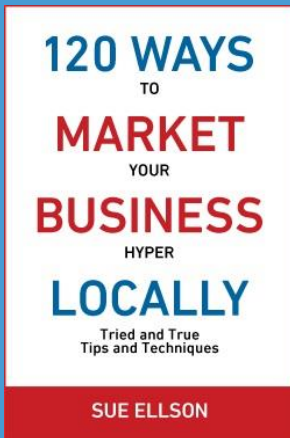
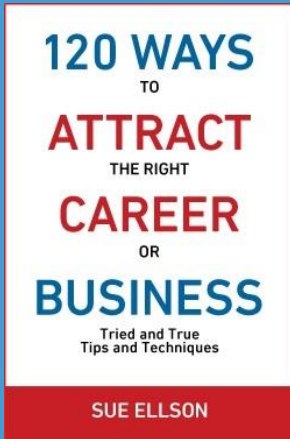
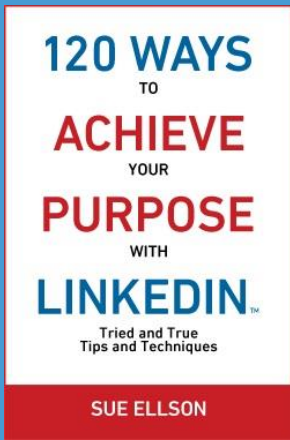
## Be willing to be firm

- take a stand but always be polite and respectful
  - saying no can lead to a better yes
  - explain your value don't discount it

# #20

## Your Network is your Net Worth

- there is no job security so be prepared
  - be ready for market changes
  - build up a cash reserve for quiet patches
- remember to work on your business and in your business



120 Ways  
Publishing  
Stand 12  
next to  
Main Stage

# Action Steps

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first name and email address and receive

1. These slides and recording
2. An invitation to connect to Sue Ellson on LinkedIn
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4. A chance to win a digital book <https://120ways.com/win>  
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