

SOLOPRENEURSHIP 101



@freelancerockstar

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**Did You Take
BUSINESS
Classes??**

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- **Copywriter**
- **Founder:
Freelance Exchange of KC**
- **Fmr. Adjunct Professor:
KC Art Institute**
- **Business Coach**
- **Public Speaker**



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What's on Tap

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What's in a Name?

- Solopreneur
- Freelancer
- Entrepreneur
- Consultant
- Contractor
- Free Agent
- Non-Staff
- Offsite Worker
- Moonlighter
- Fractional
- Small Business Owner
- Remote Worker
- Founder
- Self-Employed
- Independent
- One-Person Shop
- Boutique Firm
- Small Firm
- Creative Entrepreneur
- Creative Mercenary
- Company of One
- Commissioned
- Digital Nomad
- Side Hustler
- Gig Worker
- Hired Gun
- Indie

Pros



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Cons



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A brick wall with a purple-to-pink gradient overlay. The text "OH ..." is centered in white.

OH ...

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MINDSET IS EVERYTHING

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**Wake up.
KICK ASS.
Repeat.**

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**TREAT YOUR BUSINESS LIKE A
BUSINESS, NOT LIKE A HOBBY**

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**WHEN YOU ACT LIKE A BIZ,
YOU'LL BE TREATED LIKE A BIZ**

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Policies & Procedures



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SOLOPRENEUR POLICIES



Set yourself up for success by establishing policies.
Use this worksheet to jot down yours.

OFFICE HOURS

When Will You Work?

- Monday - Friday
- Sunday - Thursday
- Weekends Only
- Other: _____
- 9 am - 5 pm
- 8 am - 12 pm
- 12 pm - 5 pm
- Other: _____

PAYMENT TERMS

Will You Request a Deposit Up Front?
If so, how much? _____

- | | |
|--|---|
| How will you bill? | When is payment due? |
| <input type="checkbox"/> Monthly | <input type="checkbox"/> Upfront |
| <input type="checkbox"/> Milestones | <input type="checkbox"/> Within 15 Days |
| <input type="checkbox"/> Upon Completion | <input type="checkbox"/> Within 30 Days |
| <input type="checkbox"/> All Up Front | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Other: _____ | |

CONTRACTS

Will you have your clients sign a contract?

- All Clients
- New Clients

RATES & FEES

How Will You Charge & What Amount?

- Hourly: _____
- Project-Based: _____
- Daily Rate: _____
- Retainer: _____
- Other: _____

Will you charge additional fees? If so, how much?

- Late Fee: _____
- Rush Fee: _____
- Cancellation Fee: _____
- Referral Fee: _____
- Other: _____

Will you offer discounts? If so, how much?

- Friends & Family: _____
- Nonprofit: _____
- Onsite and/or guaranteed work: _____
- Early Payment: _____
- Other: _____

Want to level up your business even further?
Visit juliecortes.com or follow [@freelancerockstar](https://www.instagram.com/freelancerockstar).



BREAK



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Branding & Promotions

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**Your Logo is
NOT
Your Brand**

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Get Branded

- Create Your Brand
- Study Your Competition
- Determine & Highlight Your USP
- Study Your Target Audience
- Share Your Brand Everywhere

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IT'S TIME TO LEVEL UP

Embrace your badassery and
achieve your goals.

GET STARTED TODAY





It's time to level up.
And #BEBADASS

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Edit profile

View archive

Ad tools



2,499 posts

2,079 followers

2,633 following

Julie Cortés

Business Consultant

★ Biz Coach for Freelancers

★ Founder @FXofKC

★ Former Adjunct Prof

★ Copywriter... more

linktr.ee/FreelanceRockstar

1.5K accounts reached in the last 30 days. [View insights](#)



Tips



Speaking



Coaching



About



Badassery



Testimonials



Group

POSTS

REELS

SAVED

TAGGED



Get Branded:

- Website
- Business Cards
- Social Media Profiles
- Social Media Posts
- Email Address
- Email Signature
- Email Newsletter
- Slide Decks
- Decals / Stickers
- Business Supplies
- Phone / Laptop Case
- Clothing / Shoes
- Thank You Cards
- Branded Swag

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Get Promoting

- Website
- Social Media
- Video
- Email
- Traditional Advertising
- Digital
- Thank You Cards
- Direct Mail
- PR
- Exhibits
- Networking
- Volunteering
- Social Proof
- Holiday Gifts

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Networking

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Elevator Speech

- Attention-grabbing hook
- Who you are, your title and/or company name
- Describe what you do
- Share who your target audience is
- Explain what's different about you (USP)
- State what you want to happen next (CTA)

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Invest in Yourself.

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THE FREELANCE EXCHANGE

FXofKC.com

[@FXofKC](https://twitter.com/FXofKC)

**Working for Yourself
Doesn't Mean You Have
to Go at it Alone.**

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CLEAN UP LI

Learn how to stand out
instead of blending in.



- Scan QR Code
- Or Go to:

[juliecortes.com/
linkedin-checklist](http://juliecortes.com/linkedin-checklist)



#BeBold

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#BeBrave

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#BEBADASS

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Thank You!

Stay in touch:



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