The Freelance Cheatcode

A Counterintuitive Freelancing Approach That Wins You Paying Clients, And Lucrative Long-Term Retainers Like Clockwork Every Single Month

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Upwork Top Rated Plus Freelancer
Over $200k in earnings

Chapter 9: Unlocking Opportunities With Premium Portfolio on TechWriteable (Bonus Chapter for Writers & Content Marketers)

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Introduction

Dearest Future Freelance Superstar,

Yes, you! You've gotten this book and probably have it open on your smartphone, tab, or PC right now. I know your primary motive for getting this book is to build a successful freelance and independent career.

Fortunately, that's the life I also set out to create for myself, and I'm thrilled to share it with you. The life of independence, fulfillment, and flexibility.

Firstly, I recognize that there's an abundance of free online books offering generous amounts of information and advice about freelancing. Yet, they often fall short. Otherwise, you wouldn't be here.

What sets this book apart is one simple yet powerful factor: it's my story. My journey filled with **real experiences and lessons learned** over the past four years that would take the average freelancer a lifetime to learn on their own. But you have it all laid out for you, so you can take the lessons without making the mistakes I made.

In these pages, I'll take you along on my freelancing adventure – from the nervous excitement of landing my first gig to the thrill of securing big clients, even the moments of doubt and the occasional mistakes. I'll share the lessons I learned, the strategies that worked (and those that didn't), and the experiences that shaped me into the freelancer I am today.

But this isn't just about me. It's about you and the incredible journey you're about to embark on. We'll explore the ins and outs of freelancing with a mix of practical advice, hilarious mishaps, and inspiring success stories. Whether you're a seasoned freelancer looking to level up or a newbie taking your first steps, this book is your *trusty companion.*

It is also important to note that this is not a book you can skim through or hurriedly go over. To get the value you're looking for, you MUST read it word-by-word and sentence-by-sentence till the end. Failure to do so, I'm afraid, may lead to an undesired outcome.

I am confident that by the time you are done, you'll not only feel like a freelancing guru but also discover a successful career path. Here's to late-night creativity, unexpected opportunities, and the beautiful chaos of freelance life. Welcome onboard, my friend. The best is yet to come.

Warmly,
Oluwaniyi Raji
Top-Rated Plus Upwork Content Marketer

Chapter 1: When, Why, and How I Started Freelancing

I used to casually tell people, both young and old, about my journey into freelancing during random conversations. But this is the first time I'm formally putting everything into a book. It's quite nostalgic for me, but it will be evergreen for you.

In 2019, before freelancing, I was a nineteen-year-old Nigerian student at the University of Lagos. My life was quite normal: juggling classes, making friends and foes, enjoying "pocket money" from my parents, and fantasizing about the riches my Bachelor of Economics degree would bring.

This was the typical life of every teenager.

While many were content with the familiar rhythms of everyday life, I found myself dreaming of something more. I imagined a life filled with adventure—traveling freely, celebrating friends with the best gifts, and creating my own path, free from the limits of my current reality.

I craved legitimate independence.

However, the occasional stipend from home wasn't enough to support that lifestyle. It became obvious that mediocrity, with a touch of "sapa," would rob me of the future I wanted if I didn't take charge of my present.

Why wait until graduation to live the life I wanted?
Why couldn't I be both a student and a millionaire (Naira) simultaneously?

These questions weighed heavily on my heart for months but propelled me to go on a treasure hunt.

One chilly evening in November 2019, while lying on my bed pondering how to complete my GST assignment, it dawned on me that I could turn my writing flair into a money-making venture. I could write for people and earn a few bucks to keep body and soul together.

I started asking questions and surfing the web about what good could come out of writing. The answers I got from my friends and the internet made me realize how much money I could make with my talent.

Mind you, when I discovered I had something to offer in the freelancing ecosystem, I wasn't sure if I wanted to pursue it full-time or just as a side hustle. Nonetheless, this discovery was the first step towards transforming my life.

Then came 2020: the year the COVID-19 pandemic forced the world into lockdowns. Like many others, I found myself with an unexpected amount of free time. I decided to get intentional with freelancing, even though I had no concrete plans or expectations. Actually, that's a lie. Of course, I expected to make money, just like you do now. But plans? Nah!

Starting is usually the most challenging part of any journey or project. Sadly, mine wasn't any different, especially as I didn't have access to the information and guidance that would set me up for success. However, yours doesn't have to be that way as you have a good source of information—this book.

So, how did I start, and how can you start?

A lot of aspiring freelancers often beat themselves up about starting.

Some think starting requires having everything figured out and landing a high-paying job immediately, while others lack the courage to even test the waters. I, for one, was in such a dilemma. But I'm pleased to tell you that you don't fall into either of these categories.

Starting might be as simple as subscribing to YouTube channels centered on freelancing, identifying your skill set, or following like-minded freelancers on social media platforms to learn from them. So, simply purchasing this book means **you have already started your freelancing journey**.

As mundane as that may sound, seeking knowledge tops the list of actions to take to arrive at your desired destination. And that is how I started! I combed the internet like a lost sheep, learning about a plethora of digital skills that are in demand in the freelance market.

The list was and is still endless. Hence, browsing the web may seem futile, especially if you have not identified your abilities or what you are interested in offering. To begin:

1. Identify what you can offer in exchange for money

Freelancing is not charity. Clients are not looking to read/hear your pitiful story and just toss funds at you just because you NEED money. So, to get money, you need to offer something valuable in return. It's a straightforward exchange!

You can identify what you can offer by evaluating your talents and things that interest you.

Are you good at telling stories? Do you love to scribble? Can you put your thoughts together in words? Are you artistic? Do you love aesthetics?

Answering questions like these will help you know your innate saleable skills before going on to advance or acquire more. I noticed how well I could do my GST assignments, convey my thoughts by posting on my WhatsApp status, Snapchat, etc., and get engagements from my friends. That spurred me to start a content writing career.

Look where we are today!

Moreover, identifying what you can do helps you narrow down your interests and abilities to highly sought-after skills in the freelance industry and group them accordingly. For example, if you are artistic or/and love aesthetics, you could group your interests under graphics designing and so on.

After discovering what you can do, the next step is to…

2. Get your working kit

Imagine an acclaimed carpenter without a hammer, a farmer without a hoe, or a painter without brushes. Each professional relies on their tools to perform their jobs effectively and efficiently. Without the proper tools, even the most skilled individuals would struggle to complete their tasks.

My skills, talents, and abilities were mere words until I utilized my mobile phone and the awesome power of the internet to work for me and make me money instead of wasting time laughing at distracting memes or dragging people like generators on Twitter/X.com.

I started freelancing with a Google Pixel 4, to be precise, and I earned my first six figures with it. Mind you, it wasn't a sophisticated device, but at the time, it could accommodate my basic content-writing tools like Google Docs, Microsoft Word, a dictionary app, and the Chrome browser.

So, if you were thinking of using the "*I don't have a laptop*" excuse to shy away from getting rich, you may have to rethink cause that won't fly on my watch. Whatever gadget you have at hand right now is all you need to START. In fact, you can use that device to **earn up to $1,000 or more in a month or less**. Then, you can walk into any gadget store for an upgrade or use that income to upgrade your skills and earn even more.

Moving on to the next step…

3. Talk about what you can do

To move an inch further in your freelance journey, you need to talk about what you can do. The freelance ecosystem is a marketplace — you're either buying or selling. If you stand with your hands akimbo and mouth shut, you won't sell anything and will most likely remain broke!

Emphasize those abilities you have discovered and consistently spread the word about yourself anywhere you are, physically and virtually. Self-promotion is one of the most effective ways to put yourself out there, except, of course, you have money to run heavy marketing campaigns. I suppose you don't want to start spending before you start earning.

One unique thing about my journey is that I was eager to honk at anyone I met on my way to stardom. Every step of the way, I spoke about myself and my expertise to anyone who cared to listen (friends, family, acquaintances, social media followers, and even strangers). That was my stepping stone to the career success I bask in today.

Help potential clients meet you by:
- Posting on your socials (Facebook, Twitter, Instagram, WhatsApp, etc.) about your skills and talents.
- Sending cold emails and direct messages to people you'd want to work with or for.
- Attending conferences (virtual and in-person) in your field of interest and networking.

But there's a trick. For any of the tips above to yield results, you have to tell the **RIGHT PEOPLE**. If not for anything, to at least increase your chances of landing a job faster.

Now, who are the **RIGHT PEOPLE**? I will answer that question much later. This is the second subject I have promised to discuss later in this book. So, stay with me.

4. Get your first gig

Let me guess: You have identified what you can offer, have your working tools ready, and are constantly talking about yourself on different platforms. Naturally, you expect to land your first gig at this point, right? Well, it's not always that straightforward.

Don't get me wrong, it's possible to get your first paying client almost immediately because *BEING LUCKY* is still very much a thing. However, the "odds" are about one in 10.
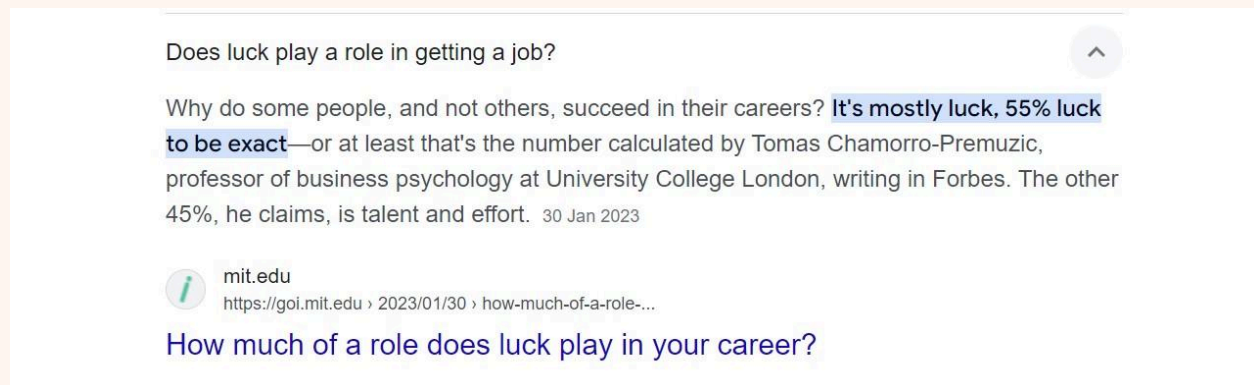
This is not to make freelancing look like a game of chance, but c'mon, it will be sheer folly to deny that "luck" plays a huge role in career success.

So, does that mean the "unlucky" ones have no place in the grand scheme of things?

Well, I wouldn't say so because it sucks to just wait around for someone, anyone, to take a chance on you. Although waiting for the big break is a natural and normal part of starting something new, it made me doubt my abilities as a writer.

I spent countless hours, days, and weeks setting up profiles on various freelancing platforms, writing and rewriting my pitches and resume, and applying for numerous gigs. Yet, I had nothing to show for it. Each

application felt like sending a message in a bottle, with little hope of a response. Believe me when I say I hit rock bottom at that point.

However, one day, I realized I was probably not among the "lucky few" who landed their first gig with little or no effort. You may not be, either. So, to succeed, I needed to identify my challenges and nip them in the bud. Desperate times called for desperate measures!

I needed to compensate for my proverbial lack of luck by taking massive action and using strategies that would increase my chances of success.

Things like setting up my profile to make it more appealing to the right clients, sending proposals that outshone most freelancers bidding for jobs with me, and going above and beyond to make sure I kept my clients… things we'll cover a lot later in this book.

But before we do, you need to be aware of the hurdles you'll face that could stand between you and the successful freelancing career you want.

Chapter 2: The Hurdles in Freelancing

This is where the real adventure begins. At this point, I expect your excitement has begun to wane, and you're rolling your eyes because, urgh...problems are unpleasant! But I will be doing you a great disservice if I don't reveal these things now.

Whether you are lucky enough to get your first gig or not, you'll face some of the stumbling blocks I'll discuss shortly.

Note that there is no set time frame for when you might start or stop experiencing these hurdles. In fact, you are likely to encounter them at every turn — at the beginning, midway, and the peak of your journey.

These hurdles are inevitable, but understanding them in advance will make them easier to navigate.

As such, I need you to first understand that everyone's journey is unique. The hurdles you face as a content writer may differ in nature and intensity from those of a graphics designer, and so on.

However, there are common issues peculiar to freelancers, irrespective of niche. These challenges often revolve around ***freelancing psychology***.

You may be asking, "What is freelancing psychology?" I'll tell you.

Freelancing psychology encompasses the unique set of mental and emotional challenges that freelancers encounter in their professional lives. It includes aspects such as managing uncertainty, balancing work-life dynamics, and maintaining motivation.

Your mindset plays an important role in the trajectory of your journey. Sometimes, the right mindset is all you need to activate your "luck" wand.

In the early days of my career, when I was in despair, I realized that beyond my skills, I needed to do a mental overhaul if I was going to make any

headway. I had to build a healthy psychology about myself and my place in the industry. That said, let's look at…

Some prevailing aspects of freelancing psychology and how you can go about them

1. **Self-Doubt**

   Self-doubt often manifests as a nagging voice in the back of your mind that questions your abilities and worthiness. This can be particularly pronounced in freelancing, especially when you receive tons of rejection emails that deny you formal validations and reassurance of progress.

   While this voice is in the back of your mind, I need you to keep something in front of your mind: **it's natural to question your abilities and wonder if you're truly capable of being a freelancer or becoming rich through freelancing**. Truth be told, freelancing is a long road to wealth.

   However, entertaining that self-doubt and deciding to do nothing doesn't get you anywhere either. By accommodating these demoralizing thoughts, you are likely to refrain from applying for jobs, resulting in no work, no money, and no progress.

   You lose on all sides!

   My secret is simple: Mask your self-doubt and put your best foot forward.

   Throughout the time I struggled with self-doubt severely, I still woke up each day to apply for jobs. Even the most successful people you can think of have self-doubt, but you still see them show up and show off, increasing their chances of being even more successful.

   Besides, employers don't read your self-doubt upon application but your skills and what you can do for them. So, bank on that!

Otherwise, look on the bright side by leveraging that self-doubt to upskill. That is one proven organic way to improve confidence in yourself and your expertise. If you feel you are not good enough, find the areas you're lacking and equip yourself.

2. **External Pressures**

Freelancing, which is often viewed as unstable or non-traditional, might not always garner the support or understanding from loved ones (friends and family). Some of my friends didn't quite approve of the career path I chose when I first spoke to them about it. Somehow, it just didn't make much sense to them.

While I didn't need their approval to pursue my goals, their disapproval started to weigh on me. It felt like a constant shadow, making me question my decisions.

Gradually, I started feeling the need to justify my career choice at the slightest opportunity. While that can be a good thing, as it can propel you to reach for the best, it is not healthy.

So, instead of getting caught up in the need for approval, I focused on what really mattered: **increasing the zeros in my bank account**. My ambition was simple: *Make enough money to fund my lifestyle and find fulfillment while at it*.

I learned to set boundaries in conversations with friends and family, steering discussions away from my career choice and focusing on the aspects of my life and work that brought me joy and satisfaction.

3. **Uncertainty**

Freelancing is inherently unpredictable. I battled with this aspect way too much, especially as I was trying to make freelancing my primary source of income. The constant hustle, the unpredictable income, and

the pressure to always be searching for the next project can be overwhelming.

When your entire livelihood is dependent on your ability to get gigs, it sure keeps you on your toes.

Every month felt like a gamble, and the fear of financial instability was a constant companion. That's the sad reality of freelancing.

Unlike traditional jobs, there are no guarantees. One moment, you're riding high on a lucrative contract; the next, you're scrambling to find new clients just to make ends meet. This rollercoaster of feast and famine can take a toll on your mental and emotional well-being.

Amidst all this, what did I do?

I adopted a flexible mindset. I learned to embrace the uncertainty and view it as an opportunity for growth. Instead of fearing the unknown, I started to see it as a chance to explore new projects, learn new skills, and expand my horizons.

In the long run, that made me eligible for even more high-paying projects.

4. Fear of Failure

The fear of failure is often rooted in the "***paralysis by analysis***" scenario, where you overthink every decision to the point of inaction.

I remember a time (in the early days of my career) when I stumbled upon a job opening for a large, lucrative project by a potential client. The project was outside my usual scope of work, requiring skills I hadn't fully mastered.

I probably wouldn't have landed the job if I had applied. However, not seeing it as an opportunity to grow showed that the fear of failure paralyzed me. I kept imagining the worst-case scenarios: What if I

couldn't deliver on time? What if the client wasn't satisfied with my work? What if I made a mistake that would damage my reputation?

The fear became so overwhelming that I didn't apply for the position, opting instead for smaller, safer tasks that didn't challenge me or push me out of my comfort zone. In hindsight, I realized I missed a valuable opportunity to expand my skill set and portfolio at the time.

You may say that is playing safe. But in the real sense, you are limiting your growth.

Another time, I once contemplated enrolling in an advanced content writing/SEO course that could open doors to higher-paying projects. The course was extensive, and I feared I might not be able to keep up with the content or apply the skills effectively in real projects.

As a result, I postponed the decision repeatedly, sticking to the familiar writing techniques I was already comfortable with. This reluctance not only limited my growth but also kept me from tapping into more lucrative markets that demanded advanced content writing skills.

I made those mistakes, so you don't have to make them.

In freelancing, view failure as a learning opportunity rather than a final verdict on your abilities. Each setback provides valuable lessons that can guide you toward future success.

Be audacious, even if you have to fake it.

Away from the aspects of freelancing psychology, let's look at...

The Top Industry-related Hurdles You Will Encounter as a Freelancer

I want you to steadily make nothing less than $1,000 in a month as a freelancer. Ambitious? Absolutely. Achievable? Definitely. However, some stumbling blocks can either prevent you from reaching your goal if you quit or slow down your pace significantly.

I consider them the four biggest industry-related hurdles you will experience while trying to achieve your desired outcome:

- Portfolio building
- Landing high-paying jobs/clients
- Client/job retention
- Navigating payment platforms

1. Portfolio Building

Your portfolio is your showcase, a reflection of your skills, experience, and reliability. Building a compelling portfolio is tough, especially if you're starting from scratch or transitioning to a new niche.

This is one issue I faced while starting, and every successful freelancer has faced such a dilemma.

Imagine you're a freelance graphic designer who has just completed a few small projects for friends and family. You have the skills, but your portfolio lacks diversity and high-profile projects.

When potential clients visit your profile, they see little to nothing, which makes it difficult for them to gauge your capability. This lack of a robust portfolio can make it hard to land more significant projects, as clients often prefer to hire freelancers with proven track records and diverse work examples.

I like to think this is the problem of employers who are unwilling to give entry-level freelancers a chance to prove themselves. So, it is really not your fault.

On the flip side, you can't blame them. Clients want what they want. It is their project and their money.

2. Getting Jobs/Clients

To earn as much as $1,000 monthly, you need to secure high-value jobs or projects regularly. But finding consistent average work can feel daunting, not to mention finding high-paying ones consistently, even if you have the "best" portfolio.

Wondering why it is so difficult? I'll tell you:

- **Saturated Market**

The freelancing market is highly competitive, with countless freelancers vying for the same high-paying jobs. It's the survival of the fittest in every sense of the phrase. This competition can make it challenging to get gigs that pay well.

But you may ask, why is the market so saturated? Freelancing offers flexibility and the potential for high earnings, which attracts many people worldwide. The low barrier to entry means anyone with skills and internet access can enter the market. This leads to an oversupply of freelancers, which affects job availability and rates. This is just how it is; you can't change the market.

Also, the law of demand and supply in the freelancing industry means that with so many freelancers available, clients have more options to choose from, often driving prices down. However, there's a way to rig the game in your favor by copying what the top 1% of freelancers who attract the best clients do.

Don't worry, I share everything you can do to overcome this hurdle later in the book, but it does require some effort and time to get things going, when doing it on your own.

- **Unfair Hiring Process**

One of the frustrating realities of freelancing is the unfair hiring process. Employers often receive an overwhelming number of applications for a single project, forcing some recruiters to take shortcuts.

Unfortunately, this means that ***even if you are highly qualified, you might miss out on opportunities simply because the recruiter didn't give every applicant a fair chance.***

I've interacted with several recruiters, both local and international, and many have admitted to narrowing their hiring processes by randomly selecting resumes to assess. The tweet below is a testament to this.
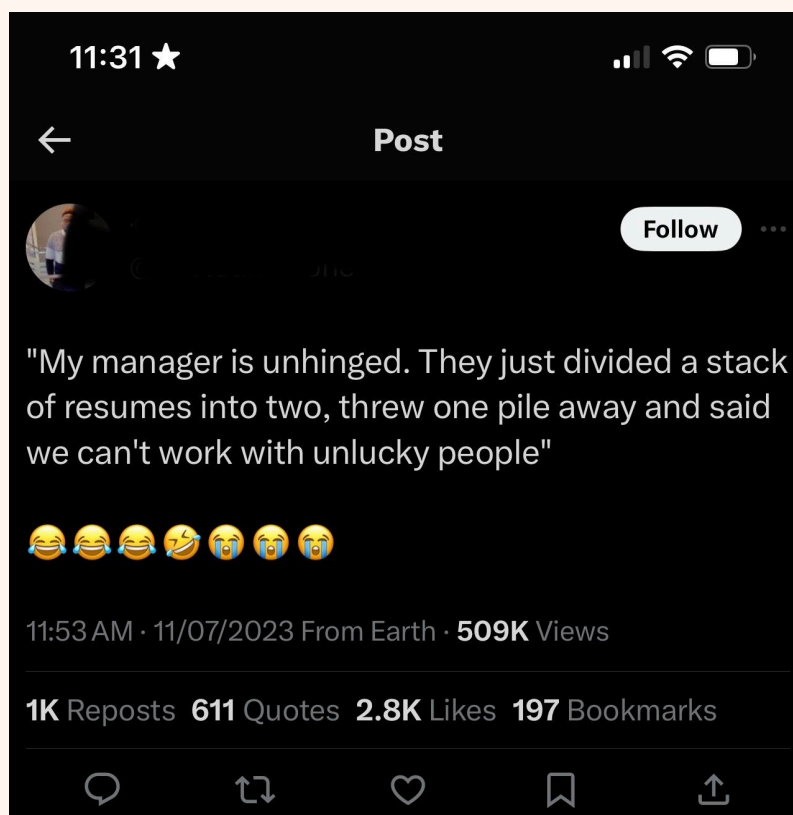
As unethical and unprofessional as this action sounds, it's a common practice.

The sheer volume of applications can make it impossible for them to thoroughly review each one, leading them to rely on luck rather than merit to decide who moves forward in the hiring process.

Imagine you've spent hours crafting the perfect application, highlighting your skills and experience tailored to the job. Despite your efforts, your application might never even be seen by the recruiter.

Instead, they might choose to look at only the first 50 resumes they receive, or they might use arbitrary criteria to filter out candidates. This randomness can feel incredibly discouraging, especially when you know you have the qualifications and experience to do the job well.

Most freelancers do not know this. But by virtue of this book, you know now. So, this unfair process is something you should keep at the back of your mind when applying for freelance gigs.

It's not always about your skills or how well you present yourself; sometimes, it comes down to pure luck…again. This reality can be disheartening, but understanding it can help you manage your expectations and develop strategies to increase your chances.

What are these strategies? How do I implement them? You don't have to bother your head about the answers now. I'll spill the tea in the next chapter. Just know that there are some "Client Psychology" strategies you can use to rig the game in your favor and make it more likely to take a look at your proposals and reply to you.

3. Client/Job Retention

Securing a client or job is one thing; retaining them is another. To achieve the latter, TRUST is required. If it took you ABCD to get a client, best believe it is going to take you ABCD….YZ to retain them.

It is tasking because the onus to retain them lies largely on you, especially if they pay well. As such, you will struggle to be consistent with a redundant system. You will struggle with boredom, as you have to keep with the same client and the same routine.

Unfortunately, this is one hard freelancing nut that many freelancers have been unable to crack. Like others, you may be all about just getting gigs now because you're starting. But, trust me, when you advance in your career, you will become wary of being in the rat race of job-hunting now and then and will focus more on building a long-term clientele.

While you may encounter this hurdle years into your career, I need you to start shooting for the stars now at the early stage. There is absolutely no harm in that.

4. Navigating Payment Platforms

You want to earn $1,000 monthly, right? Good. But do you know how to receive that sum from international clients and make it spendable? The African freelancing community faces significant challenges with the most popular payment platforms.

These platforms often don't accept users from many African countries, have complex verification processes, or charge exorbitant processing fees.

So, it's not just about getting a job; you need to figure out how to get your money—the reward for your hard work—and possibly convert it to your local currency. That's not all. You also have to ensure that whatever payment option you choose is convenient for your clients.

When I landed my first international client, the pay was just $5 per article. Despite the small amount, I was excited. However, I struggled to receive it and convert it to meet my needs. I downloaded numerous payment apps I read about online, but none were seamless for me.

Fortunately, my client was patient enough to allow me to figure it out.

Now, imagine you were in my shoes, trying to withdraw $1,000 or more. Or dealing with a client who isn't willing to wait while you find a suitable payment option. That's how you could end up losing your money, making your efforts feel wasted.

This situation not only disrupts your cash flow but also adds stress and uncertainty to your financial management. Effectively navigating payment platforms is crucial to ensuring you get paid on time and that your earnings aren't significantly reduced by fees or bad exchange rates.

Now that we have discussed these industry-related hurdles let's examine how you can overcome them.

Chapter 3: Portfolio Building

In this chapter, I'll discuss the practical ways you can navigate the challenges we discussed in the previous chapter. Let's begin with **Portfolio Building.**

Your portfolio is your shot in the freelance market. You might think, "I don't have any clients yet, how do I build a portfolio?" That's a pretty valid concern.

When I got into the job search pool, I faced this exact dilemma. My portfolio was essentially non-existent then, and I was caught in a frustrating cycle — *no experience to get work but needing work to gain experience*. So, I was just sending unsubstantial applications and waiting around.

Eventually, I landed my first job, which paid roughly $5 for an article with a lot of editorial shenanigans. The pay was obviously little, but it was a start, and I used it to commence building my portfolio. Honestly, I'd say that was pure luck because, in reality, I didn't play by the rules, which involved having something to show forth.

However, I don't recommend taking the gamble I did, **waiting around for that first job with nothing to show for it. It's a risky strategy that can lead to missed opportunities and prolonged unemployment.**

Instead, I've learned that **you need to be proactive and create a portfolio** even before you land your first paying gig. If no one has taken a chance on you yet, take a chance on yourself by trying to articulate WHAT YOU CAN DO. And the simplest way to do that is to **start with what you have or can get**.

Blocks for Building Your Portfolio

Think of your freelance portfolio as a house you're building to show off your skills. Here are blocks you can utilize for the foundation and completion of your house as a beginner:

❖ Personal projects

Personal projects form the foundation of your portfolio. They are the best ways to demonstrate competence without having professional years of experience. It's all about self-creating and executing tasks that align with your career aspirations and amplify your abilities.

As a beginner freelancer, you can undertake self-directed projects that will help you demonstrate your skill set and serve as tangible evidence of your capabilities to potential employers or clients. Below are some personal project ideas you could try:

- **Launch a blog**: If you're a content writer or copywriter, you can create a blog and show your writing skills by updating it with articles, infographics, newsletters, and more. Choose niches you're passionate about. They could be on lifestyle, travel, emerging technologies, finance, or just about anything that interests you.

  Post consistently, share your link with friends and family and urge them to visit your site and leave comments. Their engagements show the real-time impact of your work. Before you know it, you will have successfully built not just a portfolio but a personal brand from doing what you love.

  Pro Tip: TechWriteable's [Premium Portfolio](#) has made setting up a portfolio site easy for writers, content marketers and journalists.

- **Design a website**: If you're an aspiring freelance web developer or UX designer, building a personal website from scratch is an excellent way to showcase your technical and creative abilities. Then, use the

site to highlight and express your unique personality through design choices.

- **Create a piece of art**: As an aspiring freelance artist or illustrator, you can create a series of digital illustrations, a short animated film, or an ebook showcasing the unique perspectives of your craft. You can also document the entire process to provide potential clients insight into your methodology and how you handle gigs.

...and the list goes on. The goal is to create something that highlights your skills. By pouring your heart into personal projects you truly care about, you'll not only build a portfolio but also gain valuable experience and self-confidence that will serve you well throughout your career.

Tip: *You can collaborate on projects with other freelancers in your industry to give yourself an added advantage. If you are a copywriter, you can team up with a graphic or web designer to help them out on a website/banners/logo slogan, ad content, etc.*

❖ Volunteer work

I know this sounds a lot like free work, even when I've stressed in previous chapters that freelancing isn't charity, and that remains true. But let's face it: the freelance game often feels rigged against newcomers — clients hold most of the cards, especially when you're just starting.

Clients want to see a robust portfolio and years of experience, but how do you build that portfolio without getting hired? This situation is ripe for exploitation, and unfortunately, some clients are eager to take advantage.

You'll encounter potential clients who expect you to work for free or for "*exposure*" when they see you lack experience and need a portfolio. They might frame it as an "opportunity" or a chance to "prove yourself." It's a tactic that preys on your desperation to break into the field.

Now, I'm not saying you should accept these exploitative offers, far from it. But this is where strategic volunteering comes into play. It's not about working for free for businesses that can and should pay.

Instead, it's about carefully choosing opportunities that allow you to build your portfolio, gain real experience, and make valuable connections — all while genuinely helping organizations that need your skills.

I was too lucky not to embark on one to build my portfolio. But so far into my career, I have learned that volunteer work, when approached thoughtfully, can be the support beams of your portfolio as a beginner. You can get tangible volunteer work and experience via:

- **Local non-profit organizations**: Contact organizations in your community that align with your values and career goals and offer to work for them on a specific schedule.
- **Small businesses**: Offer your skills to local startups or small businesses that might not have the resources to hire full-time staff.
- **Schools and libraries**: These institutions frequently seek volunteers for tutoring, event planning, or administrative support. Contact them.
- **Professional associations**: Many industry-specific organizations have volunteer committees that can help you network within your field. Find them.

Most importantly, be selective and strategic about where and how you volunteer. Look for opportunities that align with your career goals and that will produce tangible results you can show to future paying clients.

Also, the goal here isn't to work for free indefinitely. It's to build the foundation and experience you need to launch a successful, paid freelance career.

My expert advice: *Use volunteer work as a stepping stone, not a crutch.*

❖ Freelance Internships

Another building block for your portfolio is freelance internships. They are quite similar to volunteer work but offer a more formalized approach to gaining experience and building your portfolio. Internships often come with a defined curriculum or learning objectives and specified stipends. So, you're not just there to help out; you're there to learn specific skills related to your field.

Unlike some volunteer opportunities, freelance internships typically place you directly within your chosen industry paired with experienced professionals who can offer guidance and career advice. This immersion can provide invaluable insights into day-to-day operations and industry standards, help you network with future clients, and develop professional references.

Some companies also use internships as a pipeline for full-time hires, giving you a foot in the door for permanent or contract positions. You may be focused on using an internship opportunity to build your portfolio for future hires but end up landing your first paying job in the process. The best case of using one stone to kill two birds.

❖ Certifications

Certifications tell potential clients, "*Hey, I'm serious about what I do, and I've got the papers to prove it*!" Similarly, when you get a certification, you're basically saying, "*I cared enough about this skill to study it, take a test, and get an official thumbs-up from experts.*"

That's pretty impressive, right? It shows you're not just sitting around waiting for a job to fall into your lap. You're out there, learning new things and leveling up your skills. Certifications are like decor for your portfolio. Take courses and add that certificate to your portfolio.

Most freelance beginners underestimate the power of certifications. Don't be one of them.

Remember I mentioned in Chapter One how I was reluctant to take on an advanced Content Writing course? That was one of the things that made my portfolio nonexistent when I started. Who knows? If I had taken the course, gotten the certification, and created a portfolio including it, I'd have made more money than I currently do from freelancing.

I'm sharing these regrets so you don't have to have them. Learn from my mistakes, friend!

❖ Testimonials

Okay, I know what you're thinking: "Testimonials? But I haven't even had a client yet!" Don't worry; I've got you covered.

Here's the deal: Everyone starts somewhere, and that somewhere is often with the people who know you best. Yep, I'm talking about your friends and family. Now, before you roll your eyes, hear me out.

These people have seen you in action. Maybe you've helped your cousin set up a blog or designed a logo for your friend's brand. Perhaps you've edited your sister's college essays or fixed your neighbor's computer. Guess what? Those count!

Reach out to these folks and ask them to write a short testimonial about your skills. Something like, "*Fola's attention to detail made my blog look professional,*" or "*Tayo's quick problem-solving skills saved my computer and my sanity*!"

Now, I'm not saying to fake anything. Be honest about who these people are to you. You could list them as "Fola Williams, Family Friend" or "Tayo Smith, Colleague." The key is to showcase your skills and work ethic, even if it's not from a paying client yet.

And here's a pro tip: Guide them a bit. Ask them to focus on specific skills or qualities you want to highlight. For example, if you're aiming to be a web designer, ask them to mention your eye for layout or your ability to explain technical stuff in simple terms.

So don't be shy! Leverage your network and start building that foundation of trust. Before you know it, you'll be replacing these with glowing reviews from paying clients.

—

Remember, the aim of a portfolio is to demonstrate your capabilities, creativity, and potential. Your early portfolio might not include high-profile clients or big-budget projects, but it should reflect your skills, passion, and dedication to your craft.

As you gain more experience and paid work, you can gradually replace these initial pieces with professional projects. This approach not only increases your chances of landing that crucial first job but also helps you develop your skills and build confidence in your abilities.

While I was fortunate to land a job without an extensive portfolio, I realize now that I could have opened up many more opportunities for myself by building a portfolio from the ground up, using whatever resources and skills I had at my disposal. Don't wait for the perfect opportunity—create it by showcasing what you can do right now.

Before I wrap up this section, here are a few tips to improve the bargaining power of your portfolio:

- **Optimize your portfolio for SEO**: If you create your portfolio site, make sure it's optimized for search engines. Use relevant keywords in your bio, project descriptions, and blog posts. This increases the chances of potential clients finding you through organic searches.

  Think about the terms potential clients might use when searching for someone with your skills. If you're a graphic designer specializing in

logo design, you might use phrases like "logo designer," "brand identity specialist," or "creative visual artist" throughout your site.

Also, include your location in your site's metadata and content. For example, "Freelance SEO Writer in Lagos, Nigeria."

- **Share your portfolio**: Don't just create a portfolio and let it sit dormant. Make sure it travels far and wide. Share it on all social media platforms you are active on and job-hiring platforms. The more visibility you have, the more opportunities will come your way.
- **Update as you progress**: Your portfolio should be a living, breathing showcase of your best and most current work. So, prioritize reviewing and updating it regularly. Currently, I update mine twice every three months. You could do yours maybe once a month or at least once a quarter.

Platforms to House Your Portfolio's Building Blocks

Below are some platforms to house or showcase your projects, volunteer work, and internship experiences:

- [**TechWritebable**](#): Perfect portfolio plaftform for content writers, content marketers and journalists alike.
- **Behance**: Great for designers and visual artists
- **Dribbble**: Another fantastic platform for designers
- **GitHub**: Perfect for developers to showcase their code

Chapter 4: Getting Jobs/Clients

Alright, let's talk about the exciting part — landing those jobs and clients you've been preparing for. Armed with your impressive portfolio of volunteer work, personal projects, internship experiences, and certifications, you've already put in the groundwork, and you're ahead of the game.

But how do we turn that experience into a paying and thriving career?

Start small

First things first, you need to go for the "*small jobs*" before the "*big jobs*." That's one secret every successful freelancer knows — every high earner started with a much humbler job. Think of it like this: You wouldn't expect to bench press 300 pounds on your first day at the gym, right? The same goes for freelancing. Those smaller jobs are your warm-up sets.

As you complete smaller jobs, you'll start to build momentum. You'll gain confidence in your skills, learn how to navigate client relationships and start to understand the ins and outs of freelancing. This experience is invaluable for your freelancing journey.

Go big

However, don't get too comfortable with mediocrity, and stop pushing yourself. I'm not talking about pushing yourself to the point of marching into or randomly sending your portfolio to Fortune 500 companies in the early stage of your career (though if you can pull that off, more power to you!).

I'm talking about shifting your mindset from "*I'll take whatever I can get*" to "*I deserve fair compensation for my skills, no matter how little they are currently.*"

My first job was a $5/article project. It was not glamorous, but it was a start with fair compensation for my skills and experience. That small job helped me build from the ground up to the success I enjoy today—from $5 gigs to $20, $100, $500, and eventually $1,000+ projects. That's the mindset I want you to adopt.

The beauty of this approach is that it's sustainable and realistic. You're not trying to conquer the freelance world in a day. Instead, you're building a solid foundation, gaining valuable experience and remuneration, and

steadily working your way toward those bigger gigs that enable you to rake in at least **$1,000 per month** in your niche.

Mind you, $1,000 per month is not a benchmark, but I consider it a significant milestone that represents a livable income and a solid starting point across most freelance niches. In essence, I need you to keep an eye on earning at least $1,000 per month while being open to starting with the $20 gigs.

Moreover, keep in mind that "small" or "big" is what you make of it. A small job for you might be a big job for another. Fortunately, the platforms and methods for finding both "small" and "big" jobs are often the same.

The small jobs you complete today may very well turn out to be the deciding factor that gets you the big jobs tomorrow. For example, there was a time I got a content writing gig because I had written about crypto before—it was a smaller job I had done earlier when I started. Months later, I got a bigger job. At first, I didn't meet all the client's requirements for the new job, but I got it anyway because of that small crypto job I had taken on before. None of it would have happened if I hadn't taken that smaller opportunity.

So whether you want to start with the small guys (juggle multiple small gigs that will give you $1,000 monthly) or jump to the big guys (go for a gig that will pay you $1,000 upfront monthly), the big question is where you can find these jobs/clients.

I'll tell you.

Where To Find The Paying Clients/Jobs

The good stuff, those high-paying clients who value your work, are out there. As a freelance writer, I have several ways I source for clients and jobs — from networking events, social media, referrals, follow-ups with past clients, and freelance platforms, such as Upwork.

Let's begin with the last one – Upwork. I know you're raising your eyebrows at the mention of it because it is on everyone's lips, and you just can't get a hang of it. Don't worry, I'll help you out.

❖ Upwork

In the freelance industry, Upwork is like that busy playground where all the cool kids hang out after school. Everyone's there, and it seems like that's where all the action is happening.

Of course, things are happening there. Clients post jobs left and right, freelancers from all corners of the globe showcase their skills, and there is a constant buzz of activity. It's exciting and overwhelming, and yes, it can be a bit intimidating for beginners.

Upwork was the very first official freelance platform I joined when I started freelancing in September 2020. I had a hard time navigating the platform. In fact, I was on a proposal-sending spree, wasting my **connects**, as I sent roughly 54 proposals to different clients before I landed my first client less than a month after joining.

This client was a small business owner who needed help with their website content. After the stress of getting the job, the pay didn't align with the workload. I basically gave more for less. But I felt like I had finally graduated from the kiddie pool to the big leagues. In fact, I learned the basics of freelancing, built some confidence, and got a feel for working with international clients from Upwork.

Words on the freelance street say that it is difficult to get jobs on Upwork. I mean, I couldn't agree less because I have my fair share of disappointments on Upwork. Nonetheless, Upwork is a great place to make the most money in the shortest time if you know the ropes.

I mean, I got my first big job on the platform in December 2020, roughly three months after joining. So, you can hit the jackpot almost immediately, too. Here's how to get started on the platform:

You'll discover the exact step-by-step process for setting up a verified account on Upwork (So you can start getting access to paying foreign clients fast)

First, you set up your profile

Your profile is your storefront. You want it to catch eyes and draw people in. To do that:

1**.** Use a professional photo. Do not use selfies or group shots. Get a clear, friendly headshot that says, "*I'm approachable, but I mean business.*"

2**.** Make it snappy and specific. Instead of "Writer," try "SEO-Savvy B2B Content Writer."

3. Highlight your expertise, experience, and what makes you unique.

4. Showcase your best work.

5. Add your specific skills.

6. Take Upwork's skills tests. They're free, and good scores can boost your profile.

7. Get the verification badge to increase your chances of landing a job.

The next thing is navigating the job feed to get your ideal client or job

Navigating the job feed on Upwork can feel like drinking from a fire hose. Here's how to filter out the noise and get across to people who need you:

1. Use job filters wisely by setting your categories, experience level, and project type/length.

2. Create custom searches for your niche and check them regularly.

3. Set up alerts to enable you to get notified when jobs that match your preferences are posted.

4. Learn to spot red flags like unrealistic expectations or vague project descriptions.

And when you identify your ideal clients...

Craft irresistible proposals

Your proposal is your foot in the door. Here's how to make it count:

1. Address the client by name, if possible. Show you've read and understood their job post.

2. Don't just list your skills. Explain how you'll use them to meet the client's needs.

3. Provide samples. Link to relevant work or attach a small sample in relation to their project.

4. Respect the client's time. Keep it under 300 words if possible.

5. Close the proposal in a way that engages the client and opens the door for further conversation.

The goal of a proposal is just to get a response. This is a secret most freelancers don't know about. While you are free to list out all of your qualifications, you really don't want to do that.

You want to give the client space to come to you and invest, and you want the client to respond to you before hiring you.

Ask a question about their business.

This creates an open loop, where the client naturally feels the need to reply because someone seems to care about their business.

Then, get *connects* for sending proposals

Connects are Upwork's virtual currency for job applications. You need them to send your well-crafted proposals on Upwork. They are purchased directly on the platform, so you have to use them wisely.

The next place to find lucrative jobs and high-paying clients is on…

❖ Social Media Platforms — LinkedIn

Social media platforms like **LinkedIn**, **Twitter (now X)**, and even **Instagram** are goldmines for job opportunities. Clients are out there, scrolling and scouting for talent just like you! Hence, it is time to start leveraging your socials for more than just memes and pictures. I'm not saying you need to turn your feed into a boring résumé dump. But you need to start sprinkling in some of your professional magic alongside those aesthetically pleasing pictures and videos.

A few months into flexing my muscles on Upwork, I got tired of the constant grind. I mean, buying *connects* now and then just to send proposals wasn't a sustainable option for me at the time. It wasn't just financially draining; it was mentally exhausting, too. And while I won't readily advise you to do the same, there is a way around sending proposals without robbing the bank, which you'll find out in the Upwork Masterclass.

But here's the thing — I needed something more, something that wouldn't drain my wallet every time I wanted to pitch for a job. That's when LinkedIn caught my eye, and let me tell you, it was a game-changer.

LinkedIn is like the suit-and-tie version of social media. But don't let the formal vibe scare you off or intimidate you! It's a goldmine for freelancers if you know how to use it. While Upwork is a popular platform where you can see results in the shortest possible time, LinkedIn takes roughly 6 months to a year to build your profile to a point where you can gain traction with it.

I know what you're thinking — a whole year? That's a long time to wait for results. And you're right, it is quite a while. But let me tell you, it's worth every second of that wait and effort.

Here's why: The clients you find on LinkedIn are often looking for long-term relationships. They're not just after quick, one-off projects. They want to build connections with freelancers they can trust and work with repeatedly. And that's where the real value lies.

In my experience, the wait paid off big time. I got most of my high-paying, consistent clients from LinkedIn. These weren't just any clients—I'm talking about clients who come back again and again, providing me with a steady stream of work. So, rest assured they're businesses that value quality work and are willing to pay for it on LinkedIn.

This is my LinkedIn profile that contributed to my freelance success:
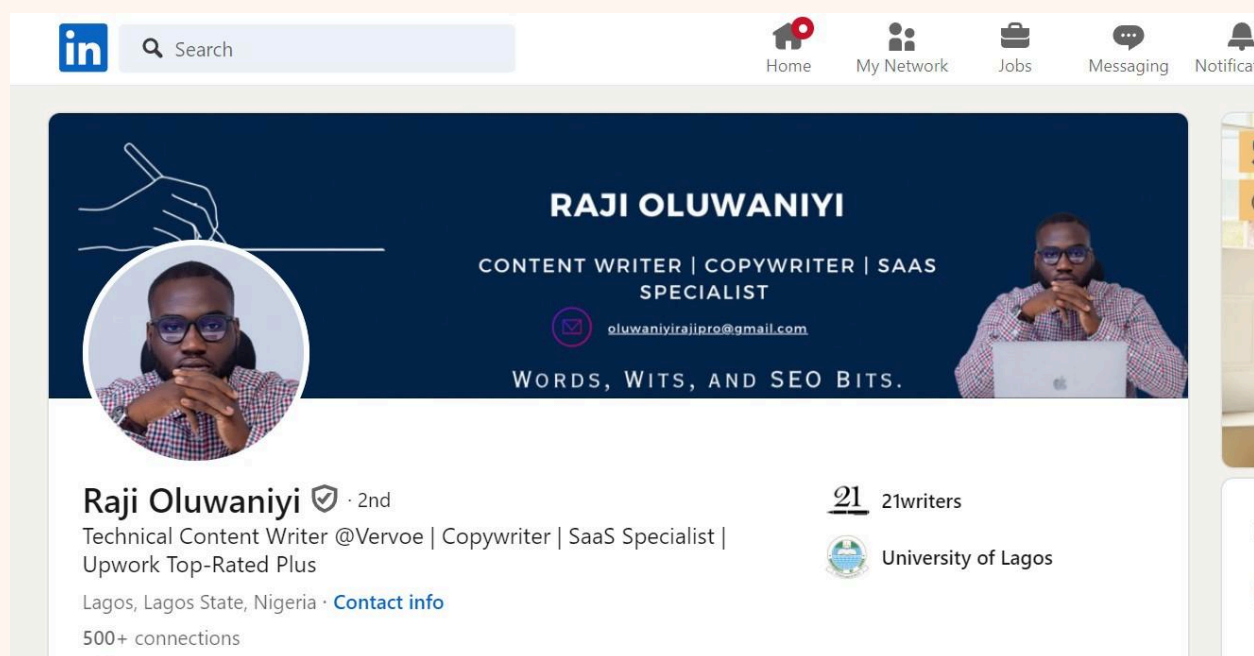
While it might be tempting to stick with platforms that promise quick results, don't underestimate the power of playing the long game on LinkedIn. Yes, it takes time and effort to build your page. Yes, you might feel like you're shouting into the void for a while. But when it finally clicks? It's like striking gold.

On that note, start building your LinkedIn page ASAP. Here are a few tips to get started:

- **Use a professional headshot with a neutral background.** My profile picture in the image above is a typical example of a professional headshot taken in a neutral background.

Why not any background?

The neutral background ensures that the focus remains on you, not your surroundings. I chose a solid, light-colored backdrop that compliments my skin tone and clothing. My attire is professional yet approachable – a checkered shirt that reflects a bold image I want to project in my industry. I'm facing the camera and making eye contact to convey approachability and trustworthiness. The lighting is soft and even, eliminating harsh shadows and presenting me with the best possible light.
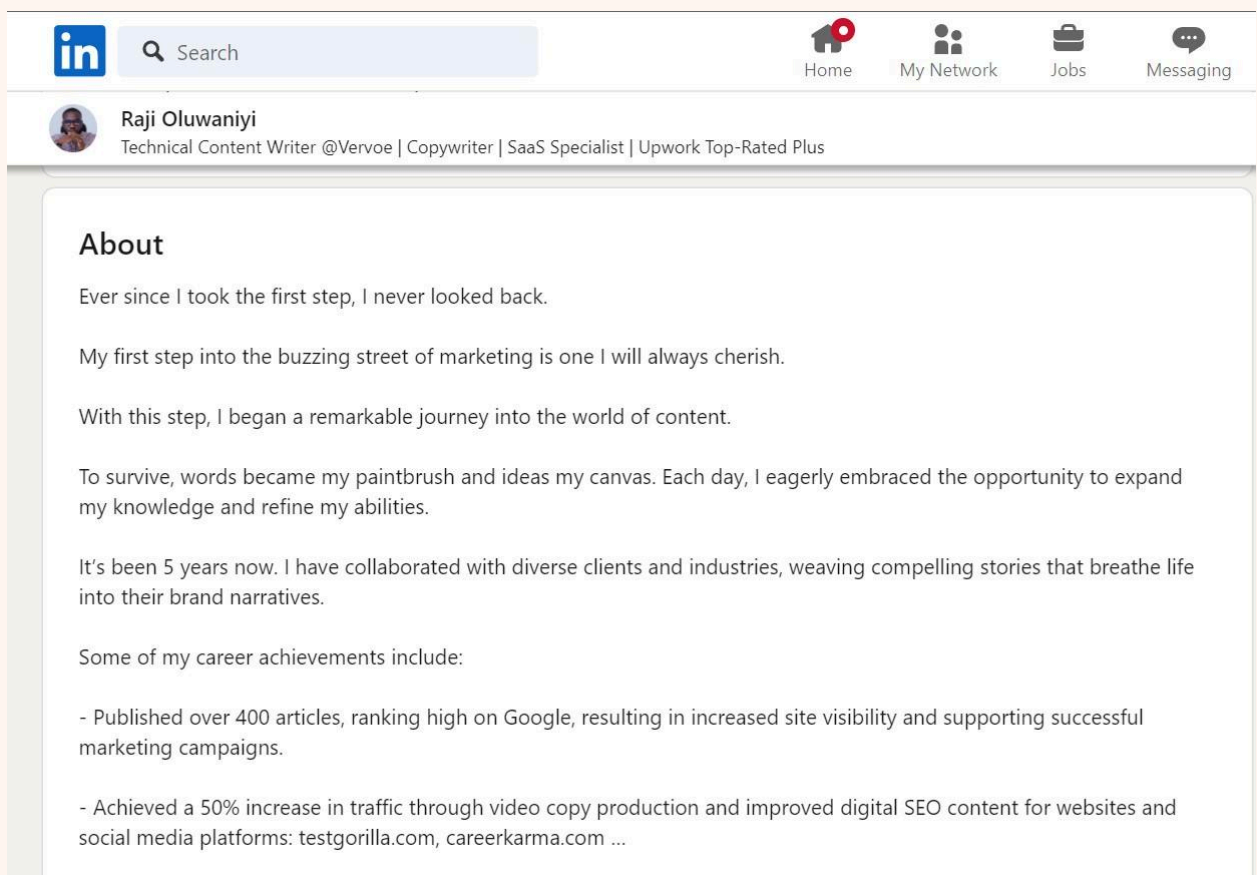
- **Craft your summary, highlighting your unique value propositions**. Your summary is your selling point—get sold out! There are a lot of interesting things about me, but my "About" section only reflects the valuable things that distinguish me from other writers, which includes what I have done and what I can do. In my summary, I focused on my specialties within content writing, such as my expertise in SEO and content marketing.

  I also highlighted specific achievements, like publishing over 400 articles on Google and increasing a client's organic traffic by 50% through strategic content creation. I've also emphasized my unique background—for instance, my previous experience in tech and SaaS gives me an edge in writing persuasive copy for SaaS companies.

- **Outline your skills, especially the ones most relevant to your freelance niche**. The skills I highlighted are only those that justify my content writing career. I have technical skills such as SEO optimization, WordPress, and Google Analytics, which are crucial for creating and measuring the impact of online content. I also included softer skills that are essential for content writing, such as research, storytelling, and editing.

  To stand out, I highlighted niche-specific skills like case study writing and web content writing, which are highly valued in my target industries. I also included relevant tools in which I'm proficient, such as Ahrefs for keyword research and Grammarly for proofreading. Each skill listed directly supports my positioning as a versatile and technically proficient content writer.

- **Start connecting with people you know — former colleagues, classmates, friends, and industry acquaintances — or those you'd like to work with**. My connections are my professional network and potential sources of opportunities. I've reached out to people I've worked with in the past, classmates from

university, friends in related fields, and acquaintances I've met at industry events.

Each connection represents a possible lead for freelance work or a source of valuable insights. I also follow companies I'd like to work with to familiarize myself with them and vice versa.

- **Join LinkedIn groups related to your field and engage in discussions**. This is a great avenue to increase your connections. I've joined several groups focused on content writing, digital marketing, and SEO. In these groups, I actively participate in discussions by sharing my opinions, asking thoughtful questions, and providing helpful feedback to others.

  This engagement not only increases my visibility within my professional community but also helps me stay updated on industry trends and best practices. What's even more interesting is that I make sure to contribute value to these discussions rather than just self-promoting.

- **Post interesting content related to your industry or field regularly for at least 2-3 times a week**. You don't create an account and leave it dormant. You need to drive engagements, and the best way to do that is to post! It could be how-to's, your thoughts on viral issues, product reviews, etc. Consistent posting keeps my profile active and showcases my expertise. I create a content calendar to ensure I'm posting regularly, mixing different types of content to keep things interesting.

  For example, I might share a how-to guide on effective storytelling in marketing on Monday, offer my thoughts on a new social media platform on Wednesday, and post a review of a popular writing tool on Friday. I also make sure to engage with others who comment on my posts, engineering meaningful conversations and building relationships within my network.

- **Display your recommendations prominently**. As I mentioned in chapter three, you can ask your friend on LinkedIn to write you a short recommendation that you can display on your page. This will boost your credibility.

You know what's even better? You can use these tips to grow your page on other social media platforms. Trust me, in the future, you will thank the present you for laying this groundwork. Because once you've established yourself on LinkedIn, Facebook, or X, you'll have access to long-term opportunities you never even knew existed. And that, my friend, is how you build a sustainable, profitable freelance career.

❖ Job Boards

Another place to find paying clients or jobs is on job boards. "*Aren't those just for full-time, on-site gigs*?" You may ask because it is widely believed that they are. Well, not anymore, my friend! Job boards are typical online platforms where employers and recruiters post job openings for various positions across different industries. They serve as a centralized marketplace for job seekers to find employment opportunities.

But here's the catch — they're not just for traditional 9-to-5 roles alone. These days, you'll find a long list of freelance gigs, contract work, and project-based opportunities alongside those full-time positions. These platforms have everyone from big corporations to startups posting their needs, and guess what? Many of them are looking for freelancers just like you!

However, the competition on these platforms is fierce. The good part? You don't have to pay or buy *connects* to apply for jobs. On some platforms, all you have to do is create an account to gain access to job postings.

Pro tip: As a [Premium Portfolio](#) owner on TechWriteable, you don't just get advanced portfolio features, you also unlock access

to our exclusive job board. The listings aren't random; they're carefully vetted to ensure they're genuine opportunities worth your time.

Are you wondering if I used job boards, too? Of course, I did. I once got a short-term gig from Indeed in 2022. It was a three-month contract for a tech startup, and it came at just the right time when I was looking to expand my portfolio. The process was straightforward—I applied through the platform, had a video interview, and was hired within a week. This experience not only provided more income but also led to a long-term client relationship.

If there's anything you should take away about my job search routine in the freelance industry, it's that I didn't and currently don't put all my eggs in one basket. I cast my net far and wide when job searching, digging deep into different platforms because money must be made!

This approach allowed me to explore a variety of opportunities. However, I soon realized that it had its drawbacks, too, considering I wasn't looking to build my freelance career on some rat-race model where I'd have to race through each job posting on these platforms to get a job.

Jumping from Upwork to LinkedIn and so on, tailoring applications for each posting, and keeping track of numerous submissions can be incredibly time-consuming and mentally draining. Not to mention, there is fierce competition on these platforms. Some days, it felt like a full-time job just looking for work!

So, I found myself craving a more proactive approach — one where I could have more control over my prospects and showcase my value directly to potential clients.

That's when I decided to adopt another approach to get clients...

Cold Pitching

Now that you have gotten the tea about WHERE the paying clients are, you need to get them to see you without joining their long queue of applicants. Feel like a company could use your skills? Don't wait for them to post a job — reach out directly! It's like being the early bird that catches the worm, except in this case, the worm is a high-paying client.

Some clients might even be slow to see that you are their ideal candidate. Hence, you need to be proactive and cast the first stone. Pitch like a pro!

Pitching helps you position yourself right in the line of sight of these clients. Here are tips to pitch like a pro:

- **Build a list**: First, create a list of dream clients or companies you'd love to work with. Use LinkedIn, job boards, or company websites to find relevant contacts.

- **Learn about your targets**: Before reaching out, thoroughly research the company. Understand their business model, recent projects, and potential pain points. You can outline your findings to enable you to highlight them succinctly when pitching.

- **Personalize your approach**: When pitching to a personal brand (like an influencer, solo entrepreneur, or public figure), always use their name in your greeting. "*Hi, Cordelia*" works well for a more casual tone. And if possible, find a common interest or connection. For example, "*As a fellow digital nomad, I resonated with your blog post about balancing work and travel.*"

  For corporate bodies, make your approach a little bit more formal by adding a title. From your research about the company, you should identify the appropriate decision-maker. This could be an HR manager, department head, or even the CEO in smaller companies.

  Then, address the decision-maker by name alongside their title: "*Hello or Dear Mr./Ms. Whoever*" is a typical example.

- **Focus on value**: Instead of listing your skills, get straight to the point and explain how you can solve their problems or help them achieve their goals.

- **Keep it concise**: Respect their time by keeping your first pitch brief and to the point. If they express interest, you can provide more details.

- **Include a call-to-action**: End your pitch with a clear next step, like scheduling a call or requesting a brief meeting. The goal should be to start a conversation, not just to sell your skills or services.

Using these tips, let's create a sample pitch to the HR manager of an eco-tech startup on LinkedIn:

Dear Ms. Thompson,

GreenThread's commitment to sustainability is commendable, but your digital footprint doesn't reflect your industry leadership compared to competitors.

I'm Raji Oluwaniyi, a content marketing strategist who specializes in SEO for increased brand visibility. My recent content marketing campaign for EcoWear, one of your competitors, increased their online sales by 45% in just three months.

Three critical areas where GreenThread is missing opportunities are:
   1. SEO: You're not using industry key terms in your content to enable you to rank Google's first page.
   2. Content Strategy: Your blog is underutilized for customer education and engagement.
   3. Social Media: Your Instagram and TikTok engagement rate is 50% below industry standard.
I can turn these weaknesses into strengths using my skills and expertise in content optimization and conversion. But that can only happen if you give me the opportunity. Let's schedule a 15-minute Zoom call next week to discuss a tailored strategy for GreenThread.

Expect concrete ideas and actionable insights.

Regards,
Raji Oluwaniyi
Content Marketing Strategist
+2348034......

If you were a business owner reading this pitch, wouldn't you be curious to see what this person can offer your business? That's the whole idea of a pitch: to make clients pique interest in you.

You can now get back to your drawing board and craft that selling pitch using the sample and tips I have shared as inspiration.

While you do that, I need you to understand that cold pitching is a gamble. Not every pitch will succeed, and that's absolutely fine. But I can guarantee you that each pitch helps refine your approach and expand your network. Even if there's no immediate need or response, you might land on their radar for future opportunities.

—

By combining the strategic use of Upwork, LinkedIn, other social media platforms, and job boards with proactive cold pitching, you're creating a robust strategy for finding and securing high-quality freelance work. It's about being visible where clients are looking and also reaching out to create opportunities where they might not even realize they need your services yet.

Chapter 5: Client/Job Retention

Securing clients is only half the battle in freelancing. The real challenge and opportunity lies in transforming those initial connections into long-term, mutually beneficial relationships.

You've just landed an awesome client. Your pitch was spot-on, your portfolio impressed them, and now you're ready to get to work. Exciting, right? But here's the million-dollar question — how do you turn this one-off gig into a long-term partnership that keeps your freelance career flourishing?

I consider the client/job retention phase as a significant shift from acquisition to relationship building, primarily centered on trust. It's like dating but for your career. You've swiped right, matched, and had a great first date. Now, how do you keep the spark alive? How do you make clients want to stick around?

In this chapter, we'll explore the art and science of client retention. I'll share strategies to keep your clients coming back for more, techniques to build rock-solid trust, and tips on how to become not just a freelancer but an indispensable part of your client's team. Let's begin.

1. Go the extra mile by exceeding expectations

You've heard the phrase "*under-promise and over-deliver*," right? Well, it's a cliché but definitely worth adopting in your quest to retain clients. I've learned that exceeding expectations isn't just about doing extra work or burning yourself out — it's about delivering exceptional quality and attention to detail that sets you apart. Maybe it's delivering a day early, throwing in an extra design concept, or adding some bonus tips to that article you wrote.

In one of the short-term content writing projects I handled in 2022, I always included a brief SEO analysis at the end of each article, even though it wasn't part of the original content scope. The client was thrilled with this

unexpected addition, and it led to them trusting me with more substantial work down the line.

This experience taught me that clients remember these little extras. By consistently delivering high-quality work on time and occasionally surpassing what's expected, I've been able to build stronger, longer-lasting client relationships. Mind you, whether it's a small gig or a big project, I approach each task with the same level of professionalism and dedication.

2. Communicate effectively

Clients value transparency. Whenever I realize I might miss a deadline, I immediately reach out to the client to request an extension or assistance. And every time I do that, they appreciate the heads-up, and we work together to adjust the timeline. Clear, prompt, and proactive communication is highly important in retaining clients. Always keep them in the loop. Here are the four rules I live by when it comes to communicating with clients:

- **Be responsive**: Try to reply to messages within 24 hours, even if it's just to say, "*Got it, I'll get back to you soon*!"

- **Be proactive**: Don't wait for the client to chase you. Send regular updates, even if it's just "*Everything's on track*!"

- **Be clear**: Avoid jargon and explain things in plain English. Your clients will appreciate not having to check the dictionary every time you talk to them.

Listen actively: Sometimes, what the client needs isn't what you're delivering, and they may not know how best to communicate their needs. In that case, don't antagonize them. Patiently read between the lines and ask clarifying questions. It can be frustrating, I know, but it is a necessary evil.

3. Show that you understand and value their business

Take time to truly understand your client's business, goals, and challenges. This knowledge allows you to communicate better and offer more valuable insights and functional solutions.

By taking the time to understand a client's business, I've been able to offer insights they hadn't considered. I once suggested a Pinterest strategy to a client focused solely on Instagram, which opened up a new marketing channel for them.

Don't just complete the task at hand - look for ways to add value. If you notice something that could be improved, speak up! Offer solutions to problems the client might not even know they have. This shows you're invested in their success, not just your paycheck.

4. Ask for feedback and offer feedback

Make it a habit to request feedback regularly and act on it. Don't wait until the end of a project to ask how you're doing. This shows you're committed to improvement and value the client's opinion. I am particularly invested in this with my clients. It not only helps me get better at my craft but also helps me build a more solid relationship with them.

After every key milestone or deliverable, I always send a quick message like, "*Hey, just wanted to check in—what are your thoughts about the work so far? Anything you'd like to see done differently*?"

Also, be specific in your requests. Instead of a vague "*Any feedback*?" try targeted questions like "*How well did I capture the tone you were looking for in this piece*?" or "*Was the turnaround time on this design concept what you expected*?" or "*Is the level of detail in my code comments helpful for your software dev team*?" Doing this helps you better understand their needs.

Now, let's flip the script and offer feedback to clients. Offering feedback to clients can be tricky, but when done right, it can significantly strengthen your relationship and improve project outcomes.

Prepare the stage for giving feedback by asking permission before diving in with your thoughts and checking if they're open to feedback at that time. A simple "*I have some ideas that might help improve the quality of our work. Would you be open to hearing them*?" can work wonders. When they give you the go-ahead, start with something positive, offer your constructive feedback, and then end on a lighter note.

This approach is popularly known as the **Sandwich Method**.

The sandwich method is a feedback technique that consists of delivering negative or constructive feedback between two slices of positive feedback. The idea is to start with a compliment or praise, then address the issue or area of improvement, and then end with another compliment or encouragement. 21 May 2023

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The Sandwich Method: Balancing Positive and Negative ...

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For example: "*I love how detailed your project briefs are. It might be helpful if we could schedule our check-ins at a consistent time each week to avoid delays. I'm really enjoying working with your team and want to ensure we're as efficient as possible.*"

Also, remember that you're advising, not authorizing. Use phrases like "*Have you considered...?*" or "*One thing that's worked well with is...*" instead of "*You should*" or "*You need to.*"

This two-way feedback street helps you to continually improve your working relationship and the quality of the work you produce. It's about growth, not criticism. When both you and your client are invested in this process, it creates room for a dynamic, long-term partnership that can

stand the test of time. However, the onus lies on you to set the stage for the process to begin.

At the same time, know when to hold back. Sometimes, clients aren't ready or willing to hear feedback. If you've offered a suggestion once and it wasn't well-received, let it go unless it's critically impacting your ability to do your job.

5. Be Human

It's easy to get caught up in project shenanigans, forgetting that at the heart of every professional relationship are two human beings. Business is about relationships. Your clients aren't just walking paychecks or project briefs — they're people with lives, dreams, challenges, and triumphs. Tapping into this human element can transform a purely transactional relationship into a lasting partnership.

So, how do you infuse humanity into your professional relationships? Begin with genuine curiosity and attention to detail. When you're on a call or texting, pay attention to those little personal tidbits your client might drop. Maybe they mention an upcoming vacation, a child's graduation, or a hobby they're passionate about. Make a mental note (or, better yet, jot it down in your journal).

Then, follow up. In your next interaction, ask how that vacation went or how the graduation ceremony was. Share an article about their hobby that you stumbled across and congratulate them on company milestones. These small gestures show that you're not just listening but that you care about them as people.

However, keep in mind that being human also means respecting boundaries. You're aiming for friendly professionalism, not forced intimacy. Pay attention to how much personal information your client shares and mirror that level of disclosure. Some clients will be happy to chat about their weekend plans, while others prefer to keep things strictly

business. Both approaches are fine, but the key is to read the room and respond accordingly.

Likewise, part of being human involves showing your personality. Don't be afraid to let your sense of humor shine through (when appropriate), share your own experiences, or express genuine excitement about the projects you're working on. Authenticity is magnetic — it draws people to you and makes you memorable.

6. Provide a stellar offboarding experience when things eventually go south

One hard truth I really want you to keep in mind as a freelancer is that projects and contracts will end, and clients will go. However, endings are just as important as beginnings. So, I need you to see every ending as a potential for a new beginning. When a project wraps up, it's not just about delivering the final files and sending an invoice. Leave the door open and focus on setting the stage for future collaborations.

Back in December 2023, one of my highest-paying clients decided to end their website content campaign project. I'm not gonna lie. I was devastated and worried because I was losing a top client. It would have been easy to let my disappointment show or, worse, antagonize the client and burn that bridge out of frustration.

But I didn't do any of that. Instead, I expressed my displeasure about the project coming to an end and also hinted that I was just a call or text away if they ever needed me again. In fact, I didn't dramatically exit their Slack channel or cut off communication. I kept those lines open, even when there wasn't any immediate task in sight.

Fast-forward to 2024. Guess who pops up in my inbox on Slack? The chief editor from that company, with a mouth-watering offer from a new company she'd joined. Did I jump on it? You bet I did!

There were other writers from the previous company, but she reached out to me. Why? Because I didn't burn that bridge when our first project ended. In fact, we'd even connected on LinkedIn shortly after the layoffs.

So, what does a stellar offboarding experience look like? First off, provide a comprehensive summary of what you've accomplished together. This isn't just to pat yourself on the back but to remind the client of the value you've brought to their business. Include key metrics, milestones reached, and any notable successes.

Next, don't just leave them hanging. Offer some recommendations. You can share some ideas on how they can maintain or build upon the work you've done. This shows you're invested in their long-term success.

Afterward, express genuine appreciation for the opportunity to work together. Thank them for their trust, their collaboration, and the chance to be part of their project. A little gratitude goes a long way in leaving a positive, lasting impression.

In the end, client retention is about building relationships, not just completing transactions.

Chapter 6: The Money Part of Freelancing

Money is often the elephant in the room when it comes to freelancing. I mean, it's the center of any business, and understanding the money side of freelancing is just as crucial as mastering your craft.

Think about it. Every project you take on, every client you work with, every hour you spend improving your skills — it all comes down to sustaining your life and your passion.

Likewise, I need you to understand that money isn't just numbers in a bank account; it's what allows you to take risks, say no to projects that don't align with your values, invest in a new piece of equipment or professional course, and to grow without constantly worrying about your next meal.

In this chapter, I will walk you through the art of negotiation, setting your rates, freelance invoicing, navigating international payment platforms, and dealing with late or no-payment clients. Let's begin with…

Setting your rates

Figuring out what and how to charge is one of the most confusing parts of freelancing. In my early days, I made the mistake of not putting a price tag on my skills and time at all. I was so eager to start working that I applied to any and every job, regardless of the pay offered.

If you're anything like I was when starting, you might be tempted to pick a number out of thin air or, worse, undersell yourself just to land a gig. Trust me, it's a recipe for burnout and resentment. But don't worry; I've got a counter-recipe to enable you to determine your rates and billing duration (hourly, monthly, or per project) so you don't end up *warming eba* for dinner every night.

- **Do your homework: Research what others in your field and location are charging**

In my first year, I didn't browse or ask questions about what writers at my level (beginner), location, and with similar skill sets were charging. That was a big mistake! I ended up charging way less than I should have and was willing to accept anything, which led to a lot of frustration and late nights wondering if I'd made the right career choice.

I don't want you to fall into the same trap. Start by joining online communities in your niche. LinkedIn groups, Facebook groups, Reddit, Quora, or forums specific to your field can be goldmines of information. Don't be shy — ask questions! Most advanced freelancers like myself on these platforms remember what it was like starting out, and I'm confident they would be happy to help.

However, their opinions shouldn't necessarily be your benchmark but should give you an idea of what to charge for your time, skills, and experience.

- **Self-evaluate your skills and experience**

The information you gather from your general research is just to give you a baseline of how to go about your rates. At the end of the day, whatever you charge is solely your decision. Therefore, to ensure you're on the right path, it's important to evaluate yourself objectively.

Take a good, hard look at your skills. Be brutally honest with yourself. Are you a newbie still learning the ropes, or have you been secretly ghostwriting for top blogs? Your skill level and experience play a huge role in determining your rates. To know where you fall under the spectrum from beginner to intermediate or expert in your field. Consider the following:

1. **Experience**: How long have you been working in your field, both professionally and as a freelancer?

2. **Education**: Factor in relevant degrees and certifications you have in relation to your field.
3. **Portfolio**: Check the quality and quantity of paid or free projects you have completed. A strong portfolio can justify higher rates in the freelancing ecosystem.
4. **Technical proficiency**: Assess your skill level with specialized software required in your field. Expertise with industry-standard tools can be a valuable asset.
5. **Efficiency**: Evaluate how quickly and efficiently you can complete projects. Like your portfolio, higher productivity can warrant higher rates.
6. **Specialized knowledge**: Identify any niche expertise you possess that could command higher rates.

Then, as you gain experience and improve your skills, you can regularly reassess these factors.

- ## Consider the core aspects of your lifestyle

Besides evaluating your skills and experience, you need to consider core aspects of your lifestyle that contribute to your productivity and work-life balance. After all, your ultimate drive as a freelancer is to create a better life for yourself, right? Hence, your rates should not only reflect your professional worth but also your personal needs and financial goals.

However, while considering your lifestyle is important, endeavor to strike a balance between your needs/wants and the reality of your current skills and market value. That's why I first emphasized evaluating your skills and experience realistically. Don't use your potential or dream lifestyle to set rates.

For example, because you want to fly in a private jet every month or dine in a 5-star restaurant daily does not mean you should set the rates for designing a birthday flier with Canva at $1,000, especially when you have basic designing skills and experience and stay in a relatively low-end area?

So, in setting your rates, you need to consider your current lifestyle and actual skill level, not your fantasy future. With that in mind, here are key lifestyle factors to consider when setting your rate:

1. Rent and living expenses (unless you want to work from under Eko Bridge)
2. Food (eba is nice, but aim for some protein and vitamins too)
3. Internet and software subscription (because "*the network was bad*" or "*my subscription is finished*" excuse doesn't fly in freelancing)
4. Taxes (yes, the government wants their share of your hard-earned cash)
5. Business tools (because you need to buy gadgets to deliver efficiently)
6. Savings (for unforeseen setbacks)

And hey, don't forget to pay yourself a salary to at least cater to your vanities. Freelancing is a business, and every business owner deserves his wages.

On that note, I'll end this section by iterating that setting rates as a freelancer requires a balance. Evaluate your skills, understand industry trends, and consider your personal and business expenses. The good part is you can always review your rates as you grow and as the market chances, ensuring that your freelance business remains profitable and fulfilling.

Next, we'll discuss…

Negotiation

In freelancing, your rate is not an ultimatum, even though you've done your homework and set your price according to what your skills and experience are worth in your industry. There will also be a need for you to adjust your rate — especially if you aim to build long-term relationships and ensure mutual satisfaction — and meet the client in the middle.

You know how you go to the market to get a basket of fresh vegetables? The seller quotes a price, but somehow, you try to wiggle the price, and you both

argue till you meet at a point. That's what negotiation in freelancing looks like. It's not about undercutting yourself or the client trying to squeeze every penny out of you.

It's about finding that sweet spot where you both feel like you're each getting a fair deal. So, how do you go about it? Here are four strategies that have helped me more times than I can count:

- **Understand your client and their business inside out**

First, you need to understand your client's needs, the scope of their project, and the business model. It's not only about knowing what they want done but also about understanding why they need it and how it fits into their broader business goals.

It's also about understanding the project's scale, the timeline, and the resources involved. Is this a quick job or a long-term project? Will it require ongoing maintenance? The more you know, the better you can plan and price your services. For example, if you're a graphic designer approached by a small business owner who needs a logo, you can ask questions like:

> - *What is the logo for? (A new product line, rebranding, or their first-ever logo?)*
> - *What brand message do they want the logo to convey?*
> - *Are there specific design elements or colors they want to be included?*
> - *Am I creating mockups?*

Understanding the context helps you see the project from their perspective, so you don't end up quoting a price that's out of touch with the value you're providing.

- **Highlight your value**

When you're negotiating, don't just focus on the cost. Emphasize what you bring to the table. Explain your expertise, showcase your past successes,

and how your unique skills can benefit their project. This is one of my unique strategies that makes me come off as indispensable to clients. By clearly articulating the benefits of working with you, you can justify your rates and help clients see why you're worth the investment.

● Offer flexible pricing plans and payment structure

Over the years, I have discovered that one size rarely fits all in freelancing. Just as every client is unique, so should your approach to pricing. Hence, I highly recommend offering flexible pricing plans to accommodate the variety of clients you will encounter. For example, you can group your plans in this order:

> **- Basic Package**: This is your entry-level offer. It covers the essentials, the must-haves that your client can't do without. You can price it lower to entice clients who might be on a tight budget or those who are just dipping their toes into working with you.

> **- Standard Package**: This can be your mid-range option with your core services plus a few additional perks. The best way to approach this package is to make it not too basic or too fancy but just right for many clients.

> **- Premium Package**: The premium package can be an all-inclusive deal that showcases the full range of your skills and services. Yes, it should come with a premium price tag, but for clients who want the work, it's worth every penny.

That's not all!

Sometimes, flexible pricing isn't just about packages or rates but how you structure the deal. To create a simple pricing structure, you can:

> **- Curate different payment schedules**: Who says you need to get paid all at once as a freelancer? Breaking payments into milestones can be a lifesaver for clients managing cash flow. You could propose a

50/50 split — half upfront and half upon completion. Or, for longer projects, you can opt for 25% each quarter.

- Consider adjusting project scope: In most cases, a client's budget won't be able to cover everything they want. Instead of lowering your rate, consider adjusting the scope. Maybe you deliver the project in phases or focus on the most critical elements first. This way, you maintain your value while still meeting their needs.

- Tweak project delivery timeline: Time is money, right? If a client can't meet your ideal rate, see if extending the timeline could work. This might allow them to spread the cost over a longer period, making it more manageable for their budget.

"Why go through all this trouble?" You may wonder. Well, a flexible pricing structure is like giving your clients a choose-your-own-adventure book. They get to decide which path (or, in this case, package) suits them best.

So, the next time you're negotiating, don't just think about the number. Think about the structure. How can you package your services? How can you adjust the terms and payment? Your willingness to be flexible doesn't mean you're undervaluing your work.

● **Know when not to negotiate**

While negotiation is a crucial skill in freelancing, it's equally important to recognize when negotiation isn't appropriate or beneficial to you or the client. Not every deal is worth negotiating, and not every negotiation will result in a deal, but that's okay.

But in what scenarios can you walk away and refrain from negotiating? You may ask. Well, here are some I have encountered and you should keep an eye for:

- When the client's budget is far below your minimum rate: If a potential client's budget falls significantly below your minimum acceptable rate, I advise you to politely decline rather than try to

negotiate. Accepting work that severely undervalues your skills can lead to resentment and burnout, resulting in a strained relationship with the client.

- **When the project doesn't align with your expertise or values**: If a project requires skills outside your arsenal or conflicts with your personal or professional values, it's not the time to negotiate. Instead, be honest about the mismatch and, if possible, refer the client to a more suitable freelancer.

- **When the client shows red flags**: If a client makes unreasonable demands, shows little or no regard for your time, or demonstrates poor communication during initial discussions, my friend, run! Those are signs that negotiation may lead to a problematic working relationship. Trust your instincts in these situations.

- **When the opportunity cost is too high**: Sometimes, engaging in lengthy negotiations for a lower-paying job can cost you the chance to secure better-paying work. Consider the time and effort required to negotiate against potential returns.

- **When you're at capacity**: If you're already fully booked, don't negotiate to squeeze in more work at a lower rate. You're more likely to overcommit and under-deliver in such cases.

As you keep an eye for these scenarios, remember to decline gracefully. Maintain clear and professional communication throughout the process and keep the door open for future opportunities while you walk away. Unto the next...

Navigating international payments

You've just landed that dream job. Your client is based in New York, you're in Lagos, and everything's going great... until payday rolls around. Suddenly, you're faced with the dilemma of how to get your money from

countries away so you can put it to good use. Don't sweat it, though. I've been in your shoes.

Navigating international payments can be overwhelming. You will have to deal with different currencies, payment platforms, and transfer fees, not to mention occasional unexpected delays. All these are enough to make anyone want to pull their hair out. And waiting until payday to figure out how to go about it is a huge risk you should never take unless you're not ready to receive your funds.

The first step is to identify the platform you want to use to receive funds internationally. There are over 50 payment options on the market that are suitable for African freelancers.

"*But which one exactly should I choose*?" You may be thinking. Well, my friend, that's like asking me to pick my favorite child (I currently have none, though). You can have more than one platform in your arsenal in order to cater to different clients and have a backup in case one platform shuts down unexpectedly. There is:

- PayPal
- Payoneer
- Stripe
- GeegPay
- TransferWise (Wise)
- Skrill
- Revolut
- WeChat Pay
- Western Union
- WorldRemit
- Payza
- Amazon Pay
- Apple Pay
- Google Pay
- DLocal

- Paysera
- Razorpay
- PayU
- Neteller
- Remitly
- OFX
- Payza
- BlueSnap
- ePay
- VoguePay
- Authorize.Net
- GoCardless

Each platform has its attributes. PayPal might be popular, but the exchange fees can take a bite out of your hard-earned money. Wise might save you some money, but it's not available everywhere. On the other hand, Payoneer is great for juggling different currencies, but it might not be the best fit for every situation. And the list goes on.

My advice? Do a bit of digging. See what works best for you and your client, and don't put all your eggs in one basket. It's best to have a couple of options up your sleeve. Trust me, the day will come when your go-to platform will go MIA, and you'll be glad you've got a Plan B.

Since I can't tell you exactly which one to pick, I can guide you into making an informed choice. Here are factors to consider when choosing a payment platform:

- **Fees**: This is the big one. Look at transaction fees, currency conversion fees, and withdrawal fees. These fees can vary wildly between platforms and can seriously eat into your profits if you're not careful.
- **Exchange rates**: Some platforms offer better rates than others. Even a small difference can add up over time, especially if you're dealing with large sums.

- **Speed**: How quickly do you need the money? Can you wait days or weeks to get your money after the client has initiated a transfer? Some platforms are faster than others in processing payments. PayPal, for instance, is usually instant, while bank transfers can take several days.
- **Availability**: Make sure the platform works in both your country and your client's country. Nothing's worse than settling on a platform only to find out it's not available where you need it.
- **Ease of Use**: This is crucial for both you and your client. If it's a hassle, you might lose clients or waste time explaining how to use it. So, opt for a platform you and your client can navigate with little or no technical support.
- **Security**: Ensure the platform you choose has solid security measures in place. Two-factor authentication is a must these days. *Make you no work for another person to reap your rewards via online theft.*

Freelance Invoicing

Invoicing is your ticket to turning your hard work into cold, hard cash. It is a way of saying, "*Hey, client, here's what I did for you, and here's how much you owe me.*" However invoicing as a freelancer is a whole different ball game compared to traditional employment. When you're an employee, you just show up, do your thing, and magically, money appears in your bank account every month. (Okay, maybe it's not magic, but you get the idea).

As a freelancer, you're the boss, the worker, and, yes, the accountant, too. You've got to track your time, itemize your services, calculate your rates, and then politely but firmly ask for payment. Hence, you must nail the invoicing process to keep your cash flowing, track your progress, and maintain a professional outlook.

The first step is to select a suitable invoicing tool. **FreshBooks**, **QuickBooks**, and **Wave** are top options for many freelancers. **Microsoft**

Excel is also a great option — most of my writers use it to send invoices to me. But that's not all. There is a long list of invoicing tools online that you can choose from. Just consider their usability and top features, ensuring they can get the job done.

After you've sorted your invoicing software, let's talk about what actually goes on in the invoice. Think of it like a recipe — miss an ingredient, and the whole thing falls flat. Here's what you need to include:

Your Details:
- Your name or business name (make it stand out — this is your brand we're talking about!)
- Your contact information (email, phone number, address)

Client's Details:
- Their name (double-check the spelling — nothing says "I don't care" like getting your client's name wrong)
- Their address (yes, even in this digital age, we still need this)

Other details:
- Invoice number (helps you keep track)
- Date (when you're sending the invoice)
- A detailed description of services (be specific — "*Website Design*" is good, "*Creation of a 3-page responsive website with custom graphics*" is better)
- Amount due
- Payment terms (we'll get into this more in a bit)
- Preferred payment method (make it easy for them to pay you)

Quick one: *Your payment terms are like the rules of the game, and both you and your client must understand them from the get-go.*

A common term you'll see is payment duration set at "Net 30," which means payment is due within 30 days of the invoice date. But you're not bound by what everyone else is doing. Maybe you prefer "Net 15" for

quicker payment. Or perhaps you can ask for a percentage upfront for new clients (smart move, by the way).

Whatever you decide, make sure it's clear on your invoice. And don't be afraid to discuss this with your client before you start work. It's much easier to have this conversation early on than to chase payments later.

Managing Late Payments and Non-Payment

Chasing payments isn't anyone's idea of a good time. But as a freelancer, it's a skill you'll need to master. So, let's talk about how to handle those clients who want you to work and not *chop*.

First things first, incorporate late payment fees. Think of them as a gentle nudge to your clients to keep up their end of the bargain. When setting up your late payment fees, be reasonable but firm. You can charge 1-2% of the total invoice per month overdue, but make sure you clearly state these terms on your invoice — no surprises, please!

Now, onto the second part: provide payment reminders. I know, I know, you're probably thinking, "*Ugh, do I have to*?" Yes, you do. Most of the time, clients aren't trying to take advantage of you. They might just be busy, disorganized, or both. A friendly reminder can work wonders in such cases. Try this three-step approach I adopted in my dealings:

- Send a gentle reminder a few days before the due date
- Initiate a polite follow-up on the due date
- Send a firmer message a week after the due date

Here is a sample follow-up mail:

> *Hi Chad,*
>
> *I hope this email finds you well. I just wanted to check in about the invoice I sent on Monday (04/09/2024), which was due on Thursday (07/09/2024). I haven't received the payment yet, so I wanted to make sure there weren't any issues on your end.*

If you need any additional information or have any questions, please don't hesitate to let me know.

Thanks for your time, Raji.

Each time you send a reminder, include the invoice number, amount due, and easy payment instructions. Make it as simple as possible for them to pay you.

But what if your reminders fall on deaf ears? That's a valid question. Then, it's time to pick up the phone. Yes, actually, call them. I know that talking on the phone in this era feels a bit like using a fax machine, but trust me, it works. It's harder for clients to ignore a voicemail than an email.

If you've exhausted all these options and you're still staring at an empty bank account, it might be time to consider legal action. Small claims court can be an option for smaller amounts, while larger sums might require a lawyer. But before you go all "*Law & Order*" on them, weigh the costs. Sometimes, chalking it up as a learning experience and moving on is the best course of action. A sad one, I know.

That's why I will reiterate that the best cure for late payments is prevention. Be clear about your terms from the get-go, vet the client well enough, get everything in writing, and don't be afraid to ask for a deposit on big projects.

Lastly, don't take it personally. Late payments happen to the best of us. Stay professional, keep your cool, and remember: for every late-paying client, there's a prompt one just around the corner. Keep your head high; you've got this!

Chapter 7: My Icing on The Cake

You've heard the phrase "*the icing on the cake,*" right? That extra something special that takes a good thing and makes it great. In freelancing, finding your own "icing" can be the difference between a decent career and an extraordinary one.

Throughout this book, we've covered the essentials of freelancing — the cake. But now it's time to talk about that unique approach that sets you apart from the crowd when job searching. It's not about fancy or generic tricks or gimmicks. It's about finding your edge, your signature style that makes you stand out.

I have my own "*icing on the cake*" that has made all the difference in my freelancing journey. It is my not-so-little freelancing secret that you won't find in any book. Yes, I said so! It's also not a one-size-fits-all solution, but it might just inspire you to discover your secret ingredient.

Abracadabra! Here you go:

Reach out to the right client with the right portfolio and cover letter at the right time. This is the approach I adopted when I started job hunting strategically and not just randomly sending applications to anyone or any firm.

Sounds simple, doesn't it? Nonetheless, let's break it down.

The Right Client

Having the right client is like hitting the jackpot in freelancing. The right client can make your work fulfilling, push you to new heights, and even become a long-term partner in your freelancing journey. And it's not just about landing any gig that comes your way or about someone who pays on time (though that's definitely a plus).

I'm talking about clients who align with your values and appreciate your work. These ideal clients understand the value you bring to the table. They respect your expertise, communicate clearly, and view you as a collaborator rather than just a service provider. Working with such clients is a delight, and you shouldn't be afraid to be picky when searching for a job. Your sanity will thank you later.

But who exactly is the right client? Well, it depends on where you are on your journey. Looking back at my first job and the compensation (albeit little), I think that client was the right one for me, considering my skills and experience then.

With that in mind, the right client is one who is looking for the exact services you offer and is willing to pay your desired price or more for it.

For example, if you can create 50 designs in a month or specialize in curating outlines for fiction stories, the right client needs precisely that expertise and understands that your strategies can significantly boost their revenue.

So, when job searching, focus on clients that are looking for you! Seek out jobs that align with your talents, current skill level, and career stage. That's exactly what I do — I know what I can offer, and then I search for and reach out to people looking for exactly what I can offer. That way, they have no other option but to hire me because I have what they want.

It's okay to dream big and aim for the big guys, but don't get caught up in fantasies of marching into Fortune 500 companies as a beginner (though if you can pull that off, more power to you!). I'm talking about taking a good, honest look at your skills and figuring out who the best client is for you right now. It's just like self-evaluating your skills and experience, which I discussed in Chapter 6.

Also, note that the right client for you today might not be the right client for you a year from now. As you grow, develop more skills, and gain more experience, your ideal client will evolve, too.

The Right Portfolio

Now, let's talk about the second piece of my three-way secret: the right portfolio. Contrary to popular belief, the right portfolio isn't just a showcase of your best work. It's a **strategic collection** that speaks directly to the clients you want to attract, highlighting what you can do for them. It should scream "*I'm the perfect fit for your job*!" without you having to say a word.

The right portfolio is also one that resonates with the job description provided by the right client. It's like having a conversation with a potential client before you even meet them. Your work samples should answer their questions and address their needs before they even ask.

For example, you can't use a fintech portfolio to land a client in the healthcare sector. Well, you could try, but you'd be setting yourself up for disappointment. Your portfolio must contain relevant examples that demonstrate your understanding of the industry you're targeting. A one-size-fits-all approach just won't cut it in today's competitive freelance market.

Before you roll your eyes, this doesn't mean you need to create an entirely new portfolio for every application. You can simply select your top three samples that specifically highlight your competence for the industry or role you're targeting. Then, add others as extras. Additionally, your portfolio should be adaptable, making it easy to tweak accordingly in different scenarios.

A few stellar, high-quality pieces relevant to a specific job opening will make a stronger impression than a list of mediocre or unrelated work. Your potential client likely doesn't have the time or patience to sift through dozens of samples. Thus, it's your responsibility to make their job easier by presenting your most relevant and impressive work up front in relation to their needs.

In addition to having the right portfolio, it's crucial to curate the right cover letter, which should also resonate with the target client. This brings me to a

personal anecdote. Remember, in the previous chapters, I told you I didn't have a portfolio when I landed my first gig. Besides luck, I believe my cover letter played a huge role in securing that job.

I am quite audacious, and I reflected that in my cover letter. Since I didn't have *proof of work*, I knew I had to amplify my "*cho cho cho*" and convince the client with words alone to hire me. At that time, I defiled the popular Nigerian slang "**No be by cho cho cho, show workings**," which roughly translates to "Don't just talk; show proof."

Looking back now, that experience was a testament to the power of confidence and effective communication when job hunting. Even without a portfolio, I managed to convey my potential and enthusiasm in a way that resonated with the client — not just any client, but the right client.

Now, in your case, you have more than just words—you also have an irresistible portfolio using the strategies I discussed in chapter 3. The right portfolio and cover letter are like your ticket to attaining heights I couldn't reach at your stage. Hence, take time to carefully curate your portfolio and cover letter so you can get it right from the start.

The Right Time

The "*Right Time*" is when a client actively seeks talent. Now, meeting the right client with the right portfolio when they are not searching for talents is like pouring water on rock — unlikely to yield results. They have no vacancy to fill, so there is a high chance you won't get the response you desire.

Conversely, when you identify the right client, have the right portfolio, and meet them at the right time, you increase your chances of landing your dream job. Recognizing and acting on this opportune moment is a powerful strategy unknown to many freelancers. Well, you are now exempted from that list.

In addition to meeting the right client when they're hiring, you need to be swift with your application. Many clients start reviewing applications as they come in and might even decide reaching the end of the list. Thus, being among the first to submit your resume or portfolio when a job posting goes live can significantly increase your chances of being seen before recruiters become overwhelmed.

However, capitalizing on the right timing isn't just about being quick to apply. It's about being prepared and having your portfolio ready to strike when opportunity knocks. Imagine you're a freelance web designer based in Nigeria, but your dream clients are in London. Are you going to stick to your 9-to-5 schedule to catch these clients when they're actively seeking talent? Of course not!

If you want to work with clients in different time zones, identifying and leveraging the right time might require adjusting your sleep schedule. This could mean working when others are dreaming and dreaming when others are working. It's a significant adjustment, but it's a worthy sacrifice. I can attest to that. This preparedness ensures you're available and ready when clients are actively looking, giving you the early-bird advantage instead of leaving you relying on luck.

See it this way:

Freelancing is much like hunting. Imagine two hunters in a village. One hunter consistently went to the bush during the day, always returning empty-handed and frustrated. The other hunter, however, took a different approach. He studied the animals' habits, slept during the day, and ventured out at night when the animals were active. Guess who came back with a successful hunt? You guessed right.

The second hunter understood his prey's patterns and adjusted his schedule accordingly. In the same way, you need to understand when your target clients are most likely to be seeking talent and change your approach to meet them at precisely the right time.

—

To sum it up, instead of searching for jobs aimlessly and getting frustrated, focus on finding the right client — one who is actively looking for your talents and skills. Approach them at the right time, when they are in need. Then, curate a portfolio that highlights their needs and showcases how you intend to solve them or how you have successfully addressed similar problems in the past.

For best results, acknowledge and apply all three strategies!

Use this approach consistently when job searching. I'll be waiting to hear/read your testimony when it finally clicks. In fact, I encourage you to create your own "secret recipe" by carefully evaluating your journey, identifying patterns, and recognizing recurring trends. Your personalized strategy could be the key to unlocking your freelance success.

Chapter 8: Freelancing Do's and Don'ts

Congratulations on reading thus far. I understand that it is easy to get overwhelmed by the volume of information so far or lose sight of the fundamentals, especially since the freelance industry is fast-paced. That's why I have created this chapter to serve as a quick reference guide, summarizing the crucial points we've covered throughout this book.

Whether you're just starting or you consider yourself a pro, consider this chapter your freelancing compass. Whenever you feel lost or unsure about a decision, flip to these pages. They'll remind you of the essential practices that can make or break your freelance career. Here you go:

Do's

1. Set Clear Goals

- **Short-term goals**: Define what you want to achieve in the next few months. This could be increasing your client base, learning a new skill, or improving your portfolio.
- **Long-term goals**: Consider where you want to be in a year or more. This might include achieving a certain income level, working with specific clients, or expanding into new markets.

2. Build a Strong Portfolio:

- **Showcase your best work:** Select projects and content that highlight your skills and versatility. Make sure your portfolio demonstrates the range and quality of your work.
- **Keep it updated**: Regularly update your portfolio with recent projects and content to keep it relevant. You never know when the right client or job will pop up. An outdated portfolio can give the impression that you're no longer active or capable.

3. Communicate Clearly and Professionally

- **Maintain professionalism**: Use professional language in your communications. Respond promptly to emails and messages to show that you value the client's time and business.
- **Evaluate the client's manner of communication**: Pay attention to warning signs of problematic clients, such as unreasonable demands or lack of clear communication. Address these issues early to avoid larger problems later or walk away at the initial stage.

4. Manage your time effectively

- **Set a schedule**: Establish daily or weekly schedules that allocate specific times for working, breaks, and personal activities, and stick to them. This will help you increase productivity and work-life balance.
- **Use tools**: Utilize time-tracking and project management tools to monitor how much time you spend on different tasks.

5. Invest in self-improvement

- **Continuous learning**: Stay updated with industry trends and advancements by taking online courses, attending webinars, or reading industry-related books and articles.
- **Seek feedback**: Regularly ask for feedback from clients and peers. Constructive criticism can help you improve your skills and address any weaknesses.
- **Learn complementary skills**: If you're a writer, learn basic design. If you're a designer, brush up on SEO. Take it from me: versatility is valuable.

6. Network and build relationships

- **Attend events**: Participate in industry events, conferences, or networking meetups. These are excellent opportunities to connect with potential clients. Also, join online freelance forums on Reddit or Quora to get advice, support, and potential collaborations.

- **Leverage social media**: Use platforms like LinkedIn, Twitter (X), Facebook, and Instagram to showcase your work regularly.
- **Find a mentor**: Connect with someone who's been in the game longer than you to offer invaluable insights from time to time.

7. Be strategic when job hunting

- **Set alerts for job postings**: Set up notifications on freelance platforms and job boards to enable you to apply as soon as there is a job opening.
- **Track client cycles**: Many businesses hire seasonally or based on their fiscal year. Learn these patterns and be ready when they're most likely to need your services.

8. Set boundaries

- **Pricing limits**: Avoid taking on projects that pay less than your worth. It's tempting when you're starting, but it sets a dangerous precedent.
- **Client limits**: Avoid taking on too many projects at once. Overloading yourself can compromise the quality of your work and your well-being.
- **Set realistic deadlines**: It's better to under-promise and over-deliver than the other way around.

9. Invest in your physical workspace and tools

- **Create a dedicated work area**: Whether it's a home office or a favorite café, have a space that puts you in work mode.
- **Buy gadgets and subscribe to relevant software**: Invest in high-quality tools and software that enhance your productivity and keep you ahead of the competition.

10. Secure your digital workspace and property

- **Protect your identity in public networks**: Invest in good antivirus software and use a VPN when working from public Wi-Fi.
- **Backup regularly**: Protect your work and client data with regular backups to cloud storage.
- **Protect your intellectual property**: Ensure that your intellectual property rights are clearly defined in your contracts. This protects your work from being used without your permission.

11. Handle your finances properly

- **Create a budget**: Establish a budget that covers your business expenses, savings, and personal needs. Then, track your income and expenses to manage your finances effectively.
- **Manage business and personal funds separately**: Don't mix personal and business finances. If you can, open a separate business account.

Don'ts

1. Don't neglect contracts

- **Utilize written agreements**: Always use a written contract to define the terms of your work. This should include project scope, deadlines, payment terms, and any other relevant details.
- **Avoid verbal agreements**: Relying on verbal agreements can lead to misunderstandings and disputes. Instead, opt for written contracts that provide legal protection and clarity.

2. Don't rely on a single income stream

- **Don't depend on just one client**: Aim for a mix of long-term and short-term clients to mitigate the risk of losing a significant portion of your income if one client decides to end the relationship.

- **Avoid limiting yourself to one platform**: Explore different freelance marketplaces and direct client acquisition methods.

3. Don't stop marketing yourself

- **Don't neglect your online presence**: Regularly update your social media profiles.
- **Avoid getting complacent**: Always be on the lookout for new opportunities, even when business is good.
- **Don't ignore passive income opportunities**: Consider creating digital products, courses, or affiliate marketing to supplement your freelance income. For example, this book is one of my passive income streams.

4. Don't fail to practice self-love

- **Don't downplay your successes**. Did you complete a challenging project? Did you land a big client? Take a moment to pat yourself on the back and clear your cart for some shopping therapy.
- **Avoid comparing yourself to others**: Your journey is unique. Hence, focus on your progress.
- **Don't neglect your health**: To ensure long-term success, exercise regularly, prioritize balanced diets, and get adequate sleep.

5. Don't forget relationships

- **Don't burn bridges**: The freelance world can be smaller than you think. Thus, maintain professional relationships with potential and previous clients. Who knows? They might have more work for you or refer you to others.

6. Don't undervalue your skills

- **Don't compete solely on price**: The race to the bottom helps no one. Focus on the value you bring, not just how cheap you can go.

- **Remember to factor in all your costs**: Your rate should cover not only your time but also your equipment, software, taxes, and other business expenses.

7. Don't ignore legal and tax obligations

- **Don't neglect taxes**: Failing to pay taxes or keep accurate records can lead to legal issues and financial trouble. Stay informed about your tax obligations and seek professional advice if needed.
- **Don't ignore getting required licenses and permits**: Depending on your location and industry, you may need specific licenses or permits to operate legally. Research and ensure you comply with all regulations.
- **Don't forget about insurance**: Consider professional liability insurance to protect against potential lawsuits.

8. Don't get complacent

- **Don't rely on one client**: Diversify your client base to mitigate the risk of losing a significant portion of your income if one client decides to end the relationship.
- **Don't sacrifice quality**: Never compromise on the quality of your work just to meet deadlines or increase the number of projects. Quality should always be a priority.

Pro Tip: Get a highlighter or bookmark this chapter — you'll likely return to it time and time again as you navigate the exciting, sometimes challenging, but always rewarding world of freelancing.

Chapter 9: Unlocking Opportunities With Premium Portfolio on TechWriteable (Bonus Chapter for Writers & Content Marketers)

In my previous chapters, I highlighted the importance of having the right portfolio. In today's digital-first world, your portfolio is no longer a page full of links, it is your professional storefront, your resume, and reputation all rolled into one. As a writer, editor, marketer, or creator looking to land better clients and build your brand, a premium portfolio could be the single most important investment you make.

In this chapter, we will discuss how the Premium Portfolio on TechWriteable reveals new levels of openness, credibility, and possibility.

Let's go through why exactly it's that powerful, specifically in contrast with the free tool, and what you can do to get maximum benefit out of it.

1. What is the Premium Portfolio?

At its core, the Premium Portfolio on TechWriteable is designed to give professionals the visibility and luster they need to stand out in a crowded online space. While the free option lets you publish and share your work, the premium option makes your portfolio a true marketing machine.

Think of it as your own media kit, neatly organized and easy to use, with elements that not only tell you what you do, but why you're the one to call.

With Premium, you gain access to:

- A clean, multi-tab layout that helps to keep content organized by category (e.g., Blog Writing, Copywriting, Case Studies).

DISCOVER YOUR DREAMS
Follow your heart's desire.

Peter Ogundairo ✓

Content Marketer & Founder

Peter Ogundairo is a content marketer and founder of TechWriteable, a hybrid platform offering content solutions for businesses and career tools for other content professionals.

Contact me   Download CV

Peter's Posts

All   Content Marketing   Artificial Intelligence   Software as   About Me

Peter's Posts

All   Content Marketing   Artificial Intelligence   Software as   About Me

Into Sales Funnels Using Email Newsletters

Content Marketing

How to Turn Blog Posts Into Sales Funnels Using Email Newsletters

Learn how to optimize your blog for lead capture and use email newsletters to convert readers into customers through strategic content.

Peter Ogundairo   April 27, 2025

- Enhanced analytics so you can see which of your content items work best.
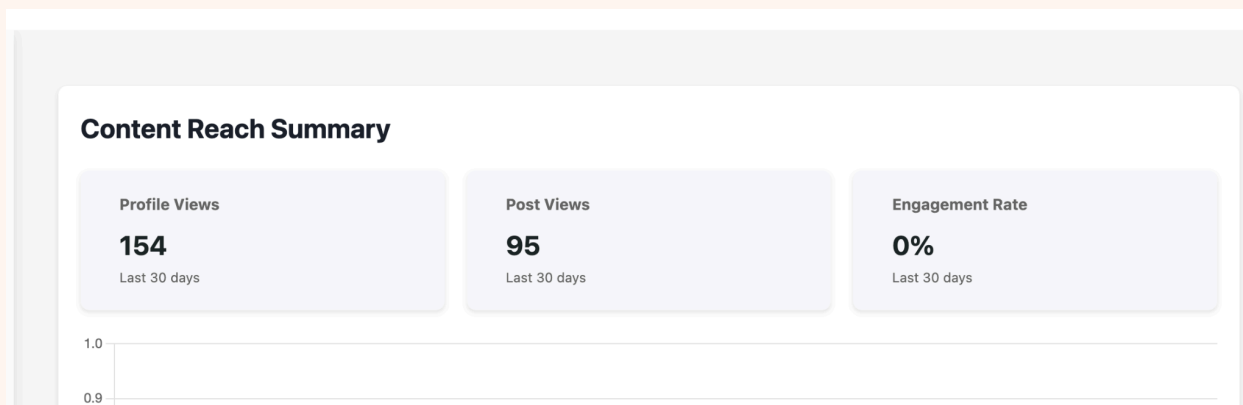
- A customisable look and feel that reflects your business or personal brand.

- A badge that is verified and helps in building trust among prospective customers.

- High-priority customer support

So, instead of just getting noticed, Premium helps you to get remembered.

2. Premium vs. Free: Which is Better?

Let's get honest, the free version is great for newbies or those just testing the waters. But if you're committed to earning money off your talents, the Premium version gives you the tools to make and build a brand, not a profile.

Features	Free Portfolio	Premium Portfolio
Post limit	Unlimited	Unlimited
Portfolio layout	Single tab	Custom tab layout
Branding	Default theme	Customizable branding
Support	Low-priority	Fast response priority
Verification badge	Not available	Available
Analytics	Basic	Advanced
Networking perks	Limited	Enhanced visibility
Job board access [high recommended]	Not available	Available
CV upload	Not available	Available

So, which is preferable? If your goal is to be discovered by higher-quality clients, secure bigger gigs, or even get showcased, the Premium version is the clear winner. It's an investment that shouts, "I'm not just a freelancer. I'm a professional."

Ready to upgrade your presence? Head over to your [dashboard](#) and try out the premium features risk-free for 30 days.

3. How to Set Up Your Premium Portfolio (The Parts You Must Not Miss)

Getting your Premium Portfolio set up isn't something you should do in haste. It's going to be the first impression that many potential clients have of you, so here's how to do it right:

Let's start with **setting up a free account**.

Step 1: Go to https: techwriteable.com/portfolio-platform
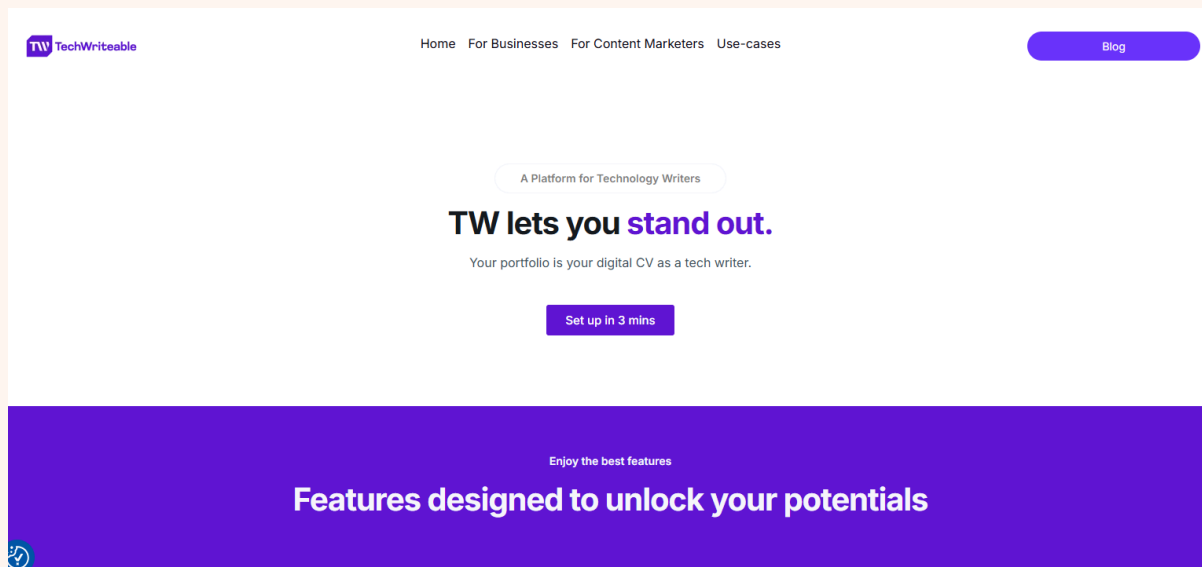
Step 2: Click on 'Set up in 3 min'

Step 3: 'Click on 'Register'

Step 4: Enter details required:

- Username

- First Name
- Last Name
- Email
- Password (Must contain one upper case letter, a special character, and a number)

Step 5: Once you log in, you have to complete your profile:

- Enter your professional bio
- Connect your social media handles
- Add your relevant experiences
- Publish your very first post (You can highlight a favorite project, article, or campaign of yours.)

Step 6: Share your profile with recruiters, readers, and clients, and watch new opportunities roll in!

Setting up a Premium Account

Step 7: On your dashboard, click on 'Go premium', which can be located on the top right of your screen.

Step 8: You can pay for a month (N5,000) or a year (N48,000). Click on 'N48,000/year upgrade'.
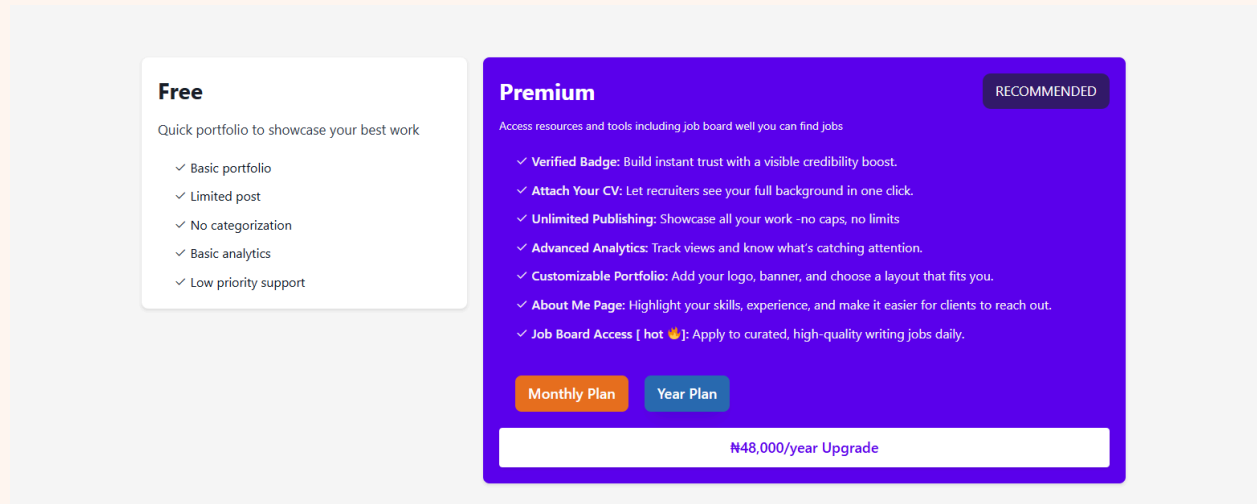
Step 9: You can make payment via transfer, bank card, bank app, USSD, Visa QR, or with OPay. After selecting your preferred option, click on 'I've sent the money'

Step 10: Payment confirmation will only take a minute. Once it's confirmed, you can go back to your dashboard and start enjoying your premium features.
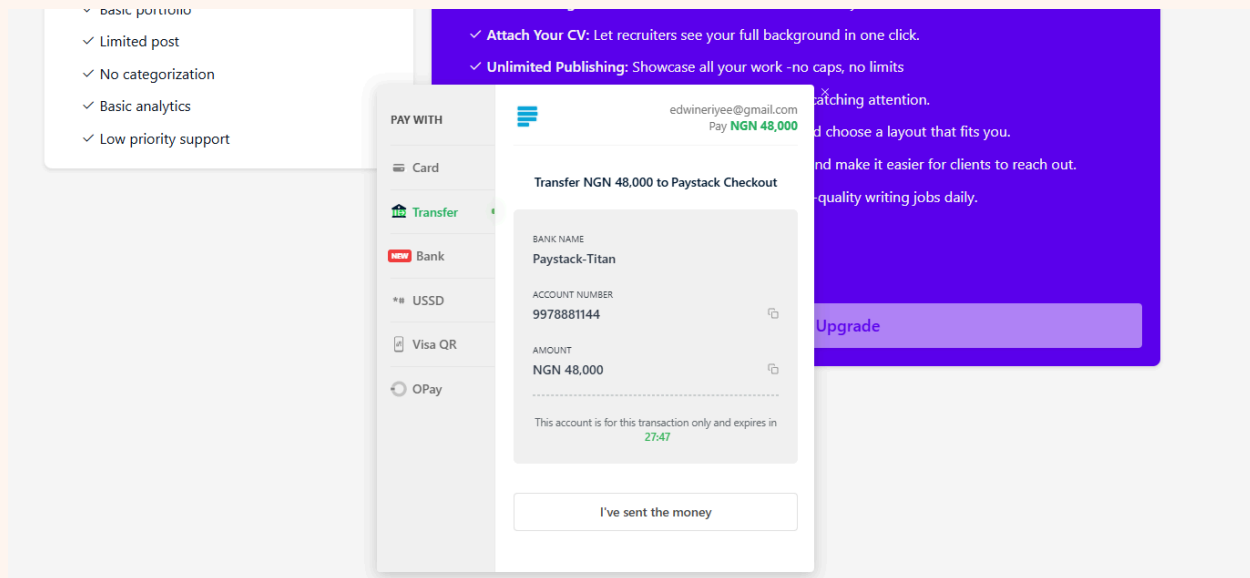
Pro Tip: To fully maximise your premium portfolio subscription on TechWriteable, you must consider the following;

- Start with a strong bio: Don't just say "I'm a writer." Say who you write for, what you specialize in, and what makes your work different. Use this section to convey credibility and personality.

- Use categories wisely: With Premium, you can break down your work into tabs like "Tech Articles," "SaaS Copy," or "Long-Form Guides." This makes your page much easier to navigate and more attractive to niche clients.

- Add a profile image & background: A professional headshot + a banner image that reflects your personal style or niche helps your portfolio stand out. People connect with faces.

- Don't skip the highlights: Use TechWriteable's "Featured Posts" section to pin your best work. If you have bylines on Forbes, Medium, or brand blogs, those should go here.

- Link to your social handles: You never know who's watching. Adding your LinkedIn, X (Twitter), and Medium profiles can lead to more opportunities beyond just the TechWriteable platform.

Already on Premium? Revisit your profile today and make sure your featured content reflects your best work.

4. Posting & Sharing Content That Attracts Your Ideal Clients

Great portfolios aren't static; they change. As you consistently add original, helpful content to your portfolio posts, you give potential clients more reasons to trust you. Here's how to post content that converts:
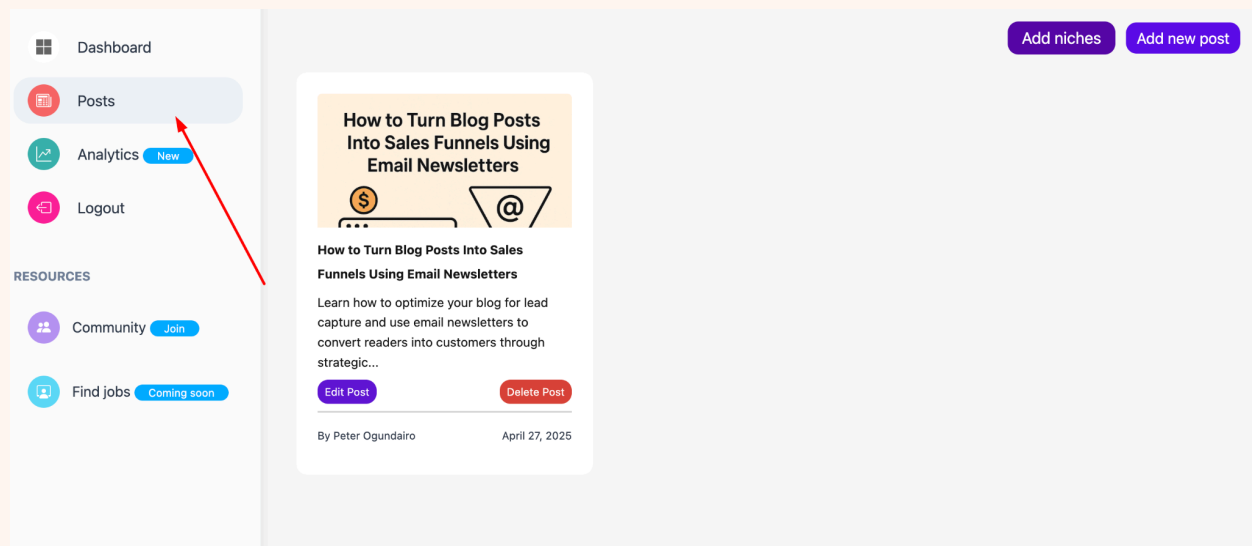
- Speak to a specific audience: Writing about startups? Tech founders? Marketing teams? Use headlines and language that show you know them.

- Post useful, actionable posts: Title "10 SaaS Copywriting Secrets I Wish I Learned in 2020" or "How I Increased a B2B Brand's CTR by 45%."

- Use visuals wherever possible: Adding screenshots, infographics, and banners makes your posts look professional and polished.

- Share on platforms: Don't just post and do nothing with it. Share your posts to LinkedIn, X, and in industry groups where your clients hide.

Go write a new article today. Consistency is rewarded by the algorithm, and so do clients.

5. Finding Vetted Gigs on the "Find Jobs" Section

One of the most underrated features of TechWriteable is its Find Jobs section. This isn't just another job board filled with spammy listings. Every listing is vetted to ensure it comes from real clients who value good work.

Here's how to use it effectively:

- Customize your applications: Don't copy-paste. Reference the client's needs and link to specific portfolio pieces that match their project.

- Act fast: Many of the best gigs are time-sensitive. Log in daily to spot new opportunities.

- Stay visible: The more active your portfolio, the higher your visibility in the talent pool.

6. Networking With Other Pros in the Community

Yes, the TechWriteable community is more than just writers; it's a hub of editors, marketers, founders, and strategists who speak your language and share your goals.

Why it matters:

- Referrals: Not every job fits every writer. In the community, members often refer each other.

- Feedback: When you post your draft or pitch, you can get feedback from the professional community before it goes live.

- Partnerships and Collaborations: You get to connect with designers, SEO pros, or brand strategists to collaborate on bigger gigs.

Whether it's through the comment section on articles, group chats, or the Premium-only forums, this is where opportunities are born, not just jobs.

The Premium Portfolio on TechWriteable isn't just a fancier version of the free plan, it's a launchpad. From better visibility and a more polished presentation to networking and job leads, it offers everything a modern digital professional needs to thrive.

7. Advice from TW's founder, Peter Ogundairo

Before TechWriteable was ever a product, it was just a personal solution.

I was already working as a content marketer and things were going fairly well. But I wanted more - not just more clients, but more *global opportunities* that matched the quality of work I could deliver.

That's when I realized what was holding me back: presentation.

I didn't have a portfolio I was proud of - one that clearly showed my work, told my story, and made it easy for potential clients to say yes. So I built one. Simple, clean, focused. And immediately, I started getting better attention.

That experience led to a bigger thought: *why shouldn't every content writer or marketer have access to the same tool?*

That's how TechWriteable started.

We began with the **Portfolio**; a space where you could present yourself professionally and make a stronger first impression. Then, as the needs of our users grew, we added more:

- A **Posts section** to showcase your thinking and writing — acting as a living library of work you can easily share

- A **Job board** with vetted, high-quality opportunities from both local and global brands

- And a growing **Community** to connect with others in the space — because the journey is easier when you're not doing it alone

Today, TechWriteable is more than just a tool — it's a career companion. If you're serious about freelancing, or just want to take your content career to the next level, I hope this platform (and this guide) helps you get there.

Peter Ogundairo
 Founder, TechWriteable

Chapter 10: Drawing The Curtains

You made it to the finish line, my friend! I am so proud of you. It's been one hell of a ride, hasn't it? But it's been exciting sharing my journey and insights with you throughout this book. From the early days of discovering freelancing to diving deep into the strategies that have helped me succeed, I hope you've found these pages both enlightening and inspiring as they were exciting for me to write.

Just like I have emphasized, freelancing isn't just a job, it's a rollercoaster ride that'll make you laugh, cry, and sometimes gnash your teeth. But trust me, it's worth every moment. As you move forward in your own freelancing journey, remember that success isn't just about landing that dream client or crafting the perfect pitch (though those things are pretty sweet). It's about continuous learning, adapting, and growing. Embrace the ups and downs, and let each experience shape you into a more skilled and resilient freelancer.

I've thrown a lot of hacks and strategies your way throughout this book. Some might hit you like a lightbulb moment, others might make you go "*meh*." That's cool. Take what works for you, leave what doesn't, and don't be afraid to put your own spin on things. After all, you're the star of your show. And as you apply the hacks and strategies that resonate with you, keep in mind that consistency and persistence are key.

My own journey is a testament to the power of these principles. I went from not making a dime from putting pen to paper (or fingers to keyboard, more like) in 2019 to becoming a millionaire two years later. Not only was I making money to sort my needs, but I also had enough to give back to my parents, siblings, and friends. That's just the tip of the iceberg compared to the enormous benefits of freelancing.

And once you taste that sweet, sweet freelance money and freedom, there's no going back. It's like upgrading from economy to first class — why would you ever want to squish back into that tiny seat again? That mindset, my friends, is your *mojo* to turn freelancing into your personal money-making machine.

I want to leave you with this: Your freelancing path is yours and yours alone, and it's filled with possibilities. Stay proactive, maintain a strong work ethic, and continuously improve yourself.

I want you to also know that I'm rooting for you. Your success story is waiting to be written, and I can't wait to hear about how you've taken these insights and run with them. Maybe you'll find a way to hack the system that I never even thought of — and when you do, drop me a message because I'd love to hear about it!

Thank you for letting me be your freelancing buddy throughout these pages. Until our paths cross again (which I'm sure will happen soon), keep pushing, keep growing, and most importantly, keep enjoying the ride. Who knows? Maybe the next bestselling freelancing guide will have your name on the cover. Now wouldn't that be something?

Wishing you all the best!

Oluwaniyi Raji.

Chapter 11: Important Links

- Create a portfolio on TechWriteable: link
- Follow Raji on Twitter: link
- Follow Raji on LinkedIn: link
- Follow TechWriteable on Twitter: link
- Follow TechWriteable on LinkedIn: link
- Follow Peter on Twitter: link
- Follow Peter on LinkedIn: link