

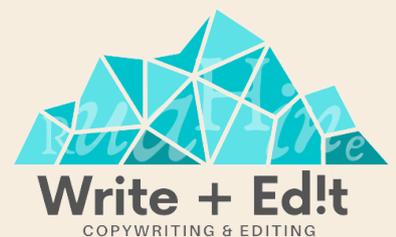


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A BEGINNER'S GUIDE TO

FREELANCING IN NEW ZEALAND

2022



About Write & Edit

I'm a freelance copywriter in NZ operating under the name 'Write & Edit' and based in Hawkes Bay. I've been freelancing for two years after working for a not-for-profit organisation for a decade.

MISSION

I aim to develop clear communication between your business and your clients, resulting in higher sales, increased customer engagement, and establishing your business as a thought leader in your industry.

VISION

I envision a world where written communication is understandable, persuasive, and engaging, contributing to healthier businesses and improved client relationships.

VALUES

I understand that every client is unique. Your business goals are what fuels the written communication style. Readability and clear language are my top priorities. Integrity, collaboration, and quality are among my top values.





BUSINESS 101

Freelancing Basics

Whatever your specialty knowledge is, there are some basics that will apply to most, if not all, freelancers.

- Finances
- Project management
- Client management
- Workflow systems
- Networking
- Co-working spaces
- Virtual assistants
- Marketing & Advertising
- Branding

Finances

The best service to use as a freelancer, is Hnry, in my experience. They pay your taxes, pay you, chase unpaid invoices and have low rates for their expertise.

\$0

MONTHLY
SUBSCRIPTION

1%

FEE ONLY ON
YOUR
EARNINGS

0

ZERO
EARNINGS =
ZERO FEES

Everything you need

Hnry deals with your tax payments; keeps track of your business expenses; makes allocations, and you can handle your invoicing from within their app.

They have a webpage dedicated to freelance resources where you can learn essential tips, tricks, and advice for running your business.

Visit hnry.co.nz to check them out.

Project Management

There are lots of project management programs available now.

The best ones that suit the way I work are:

- Monday - great for keeping track of individual projects and milestones.
- Trello - a kanban-style board that's great for capturing ideas.
- Miro Whiteboard - great for brainstorming and seeing connections between concepts and projects.

Client Management

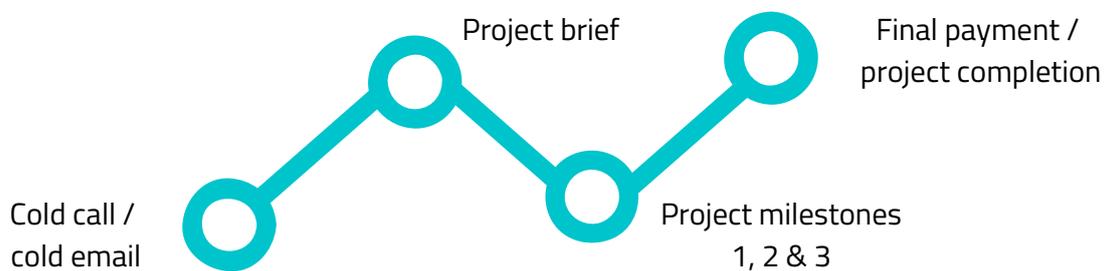
Client Relationship Management (CRM) has become a science. In order to make customers feel individually important, keeping track of interactions and preferences is the only way to make a customer or client feel heard and well looked after. You can use a free account on capsulecrm.com to track all your clients up to 250 clients for free, or you can upgrade your account for a monthly subscription.

If you need a free way to track your projects and clients, you can't beat an Excel spreadsheet. You can add unlimited columns, rows, and sheets to suit your process, systems, and workflow.

Workflow System

If you're providing a service, map out your workflow based on each step in the process from cold calls through to final payment and project completion.

A simple process to start with:



As you gain more clients and refine your process, you'll learn what works best for you.

Networking

Freelancing and working from home can be isolating if you don't make an effort to catch up with friends and clients. Join a freelancing group or work in a co-working space as often as you can afford it. Finding a table in your local library is a free alternative to co-working as long as you don't mind random interruptions.

Co-working spaces

Co-working spaces are invaluable when you need a work environment away from your usual workspace at home. These can be pricey, depending on where you live, so keep it to a minimum when you're first starting out. If you can gather a group of freelancing friends and work together at your kitchen table once a month or more - go for it! It will do wonders for your well-being and improve your networking skills.

Co-working spaces usually have separate offices available if you prefer a quieter space, or you can book a table in the open-plan area surrounded by other co-workers. On average, prices range from \$29 for a desk for a day, and up to \$600 for a private office for a month.

Virtual Assistants

A virtual assistant is the next step up in the freelancing journey. They're invaluable for doing the admin work that can take up so much of your time. They can tackle things like invoicing, emailing clients, creating monthly emails and managing social media. When your admin work starts eating into your billable hours (or your valuable free time), think about getting a virtual assistant, but make sure you do your homework before hiring anyone.

Marketing & Advertising

As a freelancer, you'll need to put yourself out there in order to find clients. Don't be shy! Your exceptional service and unique personality are what will attract clients to work with you. Use social media to your advantage by posting regularly on the platforms that your ideal clients hang out in.

- Facebook is great for creating niche communities that will appreciate your service or product.
- LinkedIn is ideal for reaching businesses or other freelancers who are looking for your particular service.
- Instagram is perfect for showcasing your personality through engaging visuals, videos, and product photography.

Branding

Your branding is how your ideal clients will identify you. Consistent visual design across your website, social media, and business cards will provide a cohesive identity to your business. This includes your tone of voice. The way you communicate with your clients should also have a consistent voice so the clients feel like they're hearing from the same person each time they read any of your marketing material.

Recommendations

For more great resources, the following books are highly recommended:

- 'Survival Skills for Freelancers: Tried and tested tips to help you ace self-employment without burnout' by Sarah Townsend - *a one-stop-shop for every aspect of freelancing including handling imposter syndrome.*
- 'Everything is Figureoutable' by Marie Forleo - *a great boost of motivation and inspiration for your unique business.*
- 'Atomic Habits', by James Clear - *great for building good habits.*
- 'Start with Why' by Simon Sinek - *read this to understand your purpose and mission.*
- 'How to Win Friends and Influence People' by Dale Carnegie - *an oldie but a goodie for improving client relations and networking skills.*
- 'Why Has Nobody Told Me This Before?' by Dr Julie Smith - *tools for managing your mental health while navigating your new freelancing life.*

Looking forward

- Start small and don't give up!
- Find your first client and work from there. You will find your groove and learn and grow along the way. Each client will be different and what works with one, may not work with others.
- Be flexible and open to constructive feedback.
- Keep going - I look forward to seeing you in the freelance world in the near future!

