

Your essential guide to generating freelance work

Keeping enough work coming through the door is a key focus for most freelancers. When you're self-employed, you have all the benefits, freedom and flexibility that the freelance life offers – but you also have the worry of where the next piece of work may come from.

Recent research by the Association of Independent Professionals and the Self-Employed (IPSE) found that 60% of freelancers worry about the irregularity of their income.

So, how can you be proactive about locating your next customer? And what are the best ways to generate a stable pipeline of work, income and profits?

BEING PROACTIVE ABOUT PROMOTING YOUR BRAND

To run a successful freelance micro-business, it's important to constantly generate new leads and search for new opportunities. The best way to do that is to have a clear strategy for finding work and locating your ideal customers.

Knowing WHY you're in business is a big part of this. Every business needs a 'mission' behind it, and freelancing is no different. It's vital to spend some time pinning down your brand, the value your services will offer, and who your target customers are likely to be.

This 'mission statement' will define your goals and your brand. But, most importantly, it will also help to flesh out the image of an 'ideal customer' and your strategy for attracting them.

SEARCHING FOR YOUR IDEAL CUSTOMERS

To bring in new work, you need enquiries and leads to follow up. And if you're going to achieve that, it's vital to locate new prospects, targets and sales leads.

There are plenty of different sales, marketing and business development routes to explore, and it's important that you use the most effective channels to track down any opportunities.

Key ways to find more customers will include:

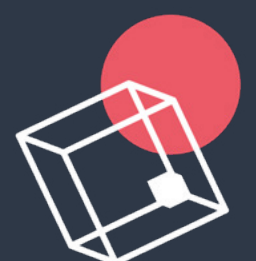
- **Creating a website and online presence** so people can find you online
- **Using social media platforms** to create a following and interact with your audience
- **Networking with people in your sector** to increase your contact base and network
- **Getting to know other freelancers** so you become a valued and connected part of the freelance community

GOOD NEWS: HERE'S A GUIDE TO HELP YOU FIND WORK

If you're struggling to secure a stable pipeline of new work, then we have good news. Our guide, 'Finding work – your essential guide to generating freelance work', has all the practical advice you need to create leads and increase the opportunities that come your way.

Whether it's understanding the value of your services, learning how to market your business, or diving into the world of networking, this guide has all the advice you need. With straightforward, plain English explanations, and easy-to-follow tips, you'll soon be polishing up your promotional strategy and increasing your influx of promising sales leads.

Being self-employed is always likely to present more challenges than a predictable salaried role. But with the right outlook, planning and ambition, you can quickly start to expand your customer base, bring in more enquiries and make yourself an invaluable freelance commodity.



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