

# Introduction to Freelancing

Activity workbook

FREELANCE

BIBLE

## PART 1: Features and terminology associated with freelancing and employment

Sorting Task (Pair Work) Instructions:

- Cut out the cards provided below.
- Work in pairs and sort the cards into freelancing or employment piles.
- Discuss your reasoning with your partner and ask questions to fill in any knowledge gaps.
- Pay attention to tricky decisions and areas where freelancing and employment overlap.

**Activity:** Features and terminology associated with freelancing and employment.

***Freelance***

***Employment***

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I'm responsible for reporting my income and paying tax and/or national insurance each year through self-assessment.

I get paid when I'm on holiday.

If I don't work, I don't get paid.

I've got 3 projects on the go with different clients.

I have my own equipment and tools to do my work and use those to deliver for all my clients.

I receive benefits such as health insurance and pension.

My boss / line manager is responsible for my workload and finding work for me to do.

My pay is regular (weekly / 4 weekly / monthly)

I am paid minus any tax and National Insurance contributions

I have to find the next project that I'm going to work on.

I negotiate my own rates and contracts with clients.

I have a regular place I work from.

I pay taxes.

My work is subject to performance reviews and evaluations.

My schedule is set by my boss / line manager.

I submit an invoice and wait for payment.

I work full time.

I get paid including tax and national insurance.

The company provides all my equipment

I have the flexibility to choose when and where I work.

I have a designated workspace provided by the company.

## **PART 2: Imagine going behind the scenes of a successful freelancer.**

Consider either a freelancer you know or use one of the examples

- mobile hairdresser
- popstar
- festival producer
- influencer

**Thinking back to the video you've just watched.**

**In pairs: Answer these 2 questions:**

What qualities can you identify that make them a successful freelancer?

What might their schedules look like?

## PART 2: What does a freelance career look like ?

Now let's drill down into what a freelancer's schedule might look like weekly, monthly and annually.

**Sort this list of activities into frequency (weekly, monthly, annually).**

**You can use the blank table for your answers.**

**Do some activities fall into more than one category?**

Think about why you've chosen that frequency for each activity.

Social media posting	Contacting potential clients	Filing Tax Return
Sending invoices	Developing new skills	Assessing your pricing
Updating your online profile(s)	Going to events to meet people	Delivering client work
Analysing your skills	Preparing proposals / pitches for clients	Agreeing brief with client for new work
Organising your time / prioritising tasks	Researching opportunities / new clients	Calculating how much you need to live on
Pitching yourself to your networks	Assessing where you could find new opportunities	Updating your website
Checking in with previous clients	Following up with clients you've pitched to	Building your freelance brand
Checking if payments have been received	Managing personal finances	Researching your sector and current trends

## PART 2: What does a freelance career look like ?

Use the table to sort the list of activities into frequency (weekly, monthly, annually).

Do some activities fall into more than one category?

Think about why you've chosen that frequency for each activity.

Weekly	Monthly	Annually



## PART 3: To freelance or not to freelance?

### What are the pros and cons?

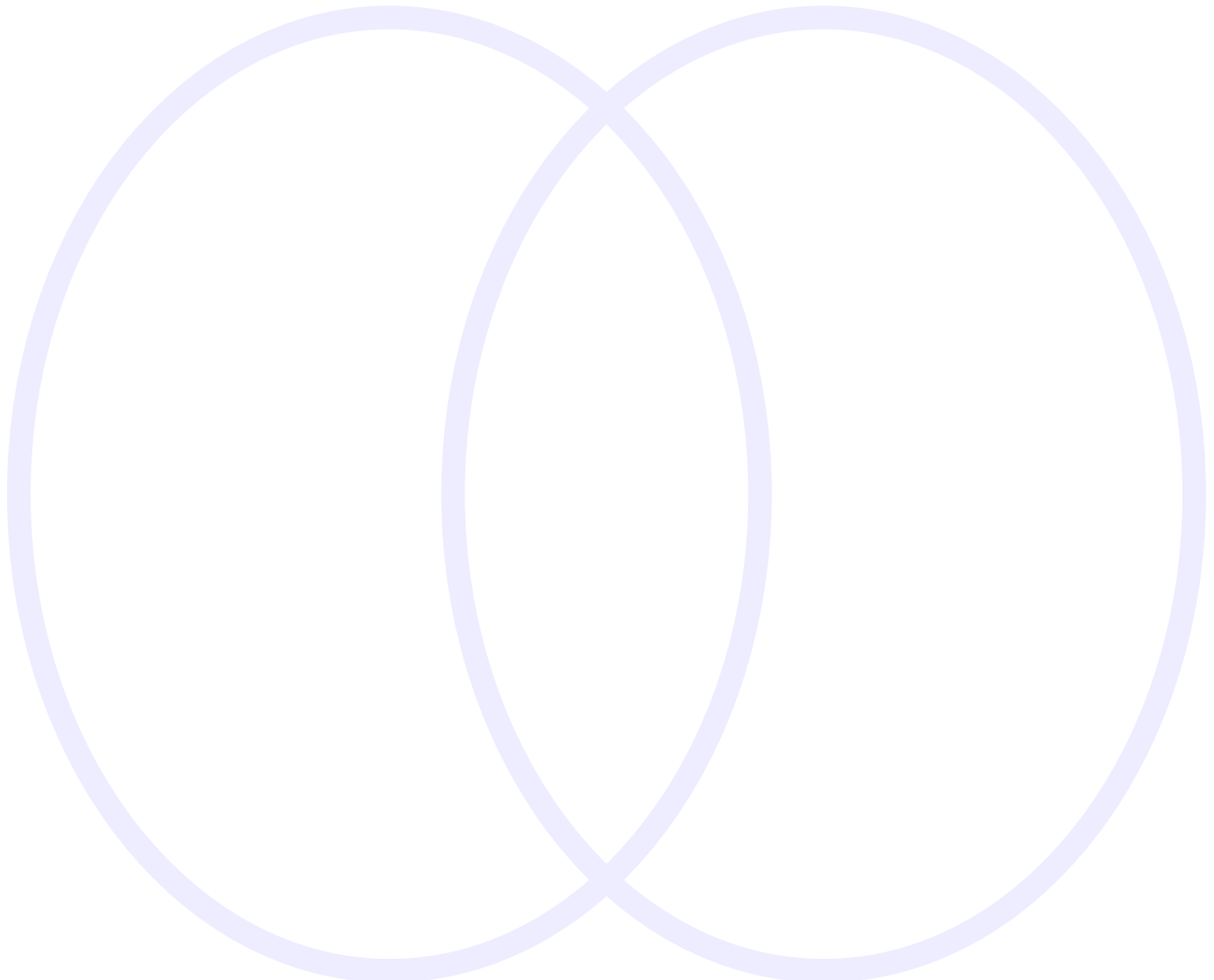
Sorting Task (Pair Work) Instructions:

- Cut out the cards provided
- Work in pairs and sort the cards into pros and cons of freelancing piles.
- Discuss your reasoning with your partner and ask questions to fill in any knowledge gaps.

**Activity:** which of these do you consider a pro and which a con? Are any cards both a pro and a con?

**Pros**

**Cons**





Autonomy and independence: having control over my career decisions and direction

Insecurity: work can be feast or famine so my workload can be very busy or very quiet

Flexibility: the ability to work on my own terms and have a flexible schedule.

Social media: alongside my paid work I need to keep on top of my social media by scrolling through and posting regularly

Wide variety of work: every day and every client project is different

Administration and operations: organisation, time management and dealing with taxes are down to me

Potential for fast growth: the opportunity to "climb the ladder" quickly by working on multiple projects in a short space of time

Finances: clients pay me at irregular times which means I need to keep a close eye on my bank balance

Clients: choose who I want to work with and on what sort of projects

Self motivation: it's up to me to source the work for me to do

Portfolio work: working on a wide range of different projects and/or in different sectors over the course of a year

Well being: need to manage my own well being and not push myself beyond my capacity

Flexibility: doing the same role for different clients can be remarkably different

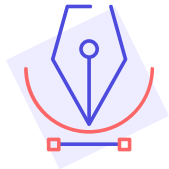
Forward planning: I don't know what work I will be doing in 6 or 12 months time

## PART 4: How do you get started in freelancing?

**STEP 1:** Decide which Creative Industries sector you want to work in.

Circle the sector(s) that most appeal to you

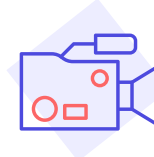
Have a discussion with the person next to you and be ready to feedback to the class:



Design (product, graphic, fashion)



Video games



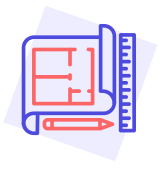
Film, TV, video radio and photography



Animation and VFX (visual effects)



Publishing



Architecture



IT, software and computer services ('creative tech')



Museums, galleries and libraries



Heritage



Music, performing and visual arts



Advertising and marketing



Crafts

Why does this sector(s) excite you the most?

What could you see yourself doing?

## PART 4: How do you build a sustainable freelance career?

### STEP 2: Identify the SKILLS you have that you could offer to clients

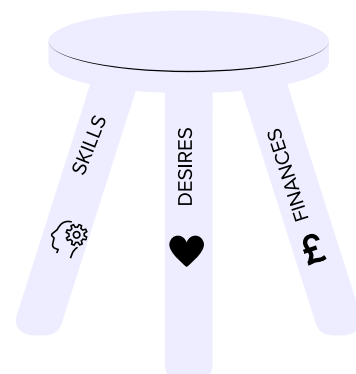
#### Create a mind map:

What skills do you have, or are you developing at school/college?

Use the examples below to get started.

Go into as much detail as possible.

AUDIO / SOUND - CRAFT - COMMUNICATION - DIGITAL  
IDEATION - NUMERIC - ORGANISATIONAL - PEOPLE  
PERFORMANCE - TECHNICAL - VISUAL - WRITTEN



#### Now discuss:

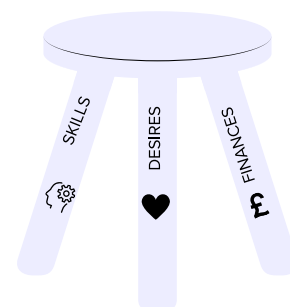
When and how often might a client need your skills (services)?

How long might they need them for?

## PART 4: How do you build a sustainable freelance career?

### STEP 3: Calculate your future FINANCES.

Complete the personal finances worksheet below to estimate:  
 How much will you need to live and pay bills  
 How much tax and national insurance you will have to pay.



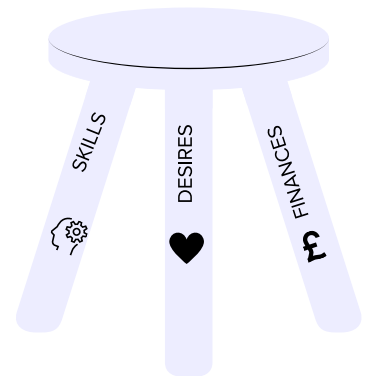
Estimate Outgoings	Weekly	Monthly	Annual
Household	x 52	x 12	Total
Mortgage and/or rent			
Council Tax and insurance			
Utilities - Gas / Electricity / Water / Broadband			
<b>Transport</b>			
Public transport			
Car / bicycle costs			
<b>Personal</b>			
Groceries / household supplies			
Entertainment (meals, drinks, cinema, subscriptions etc.)			
Technology / clothes / beauty / fitness			
Gifts / holidays / other person items			
<b>Financial</b>			
Pension / savings plan			
Loans			
<b>Other</b>			
Any other expenditure			
Contingency 15%			
<b>TOTAL Outgoings = Income needed from freelance work (after tax &amp; NI paid)</b>			
<b>My Estimated Taxes owing</b> (HMRC ready reckoner calculation)			
<b>My Estimated Turnover for the year</b>			

## PART 4: How do you build a sustainable freelance career?

### STEP 4: Work out which clients might DESIRE your services.

1. Which of these might need your services?
2. Will you provide services to Creative Industries, companies or wider sectors?
3. Why do you think these might need your services?

*If you have time, consider how you would make them aware of the services you are offering?*



#### Examples of Freelance roles

Social Media Marketer	Musician	Photographer	Make-Up Artist	Jewellery Maker	Voice Actor / Artist

**Pick one** from the examples above or **your own desired freelance role** and fill out the answers to the questions above in the boxes below.

1.

2.

3.

## PART 4: Extend Activity

### How do you build a sustainable freelance career?

Design a poster/infographic/reel to introduce yourself as a freelancer

- What are the services you will offer?
- Why will clients need your services?
- How often and for how long will they need your services?
- Who are your potential clients?
- How will you make them aware of you?
- How much will they pay for your services?



Further information can be found at:  
<https://alisongrade.com/discovercreativecareers>

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