

START FREELANCING *Now!*

Feel free to share. I know I can't st~~o~~p you



By **MARTIN DASKO**



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WTF do I need to start freelancing right now?

"Instead of wondering when your next vacation is, maybe you ought to set up a life you don't need to escape from." --Seth Godin

Where do I start? What do I do? How do I make money from freelancing?

I want to start off by giving you a big hug or a thank you handshake if you're not into hugs. You've trusted me with your money and I won't let you down. I'm going to make this freelancing thing as easy and as fun as possible for you. I want you to have more money in your pocket, while having enjoying yourself at the same time.

Let's start off by simplifying this whole freelancing process. You don't need a degree from a prestigious school nor do you need to be some trained athlete to make money through freelancing.

All you need to start making money through freelancing right now is:

Your product or service.

You need to offer something that you're going to sell.

This could be your freelancing service or some sort of a product if you plan on selling your services in a package. You need to specific exactly what your service is going to be.

- Will you write articles?
- Will you teach kids how to play the guitar?
- Will you work as a personal trainer?
- What will you do?
- What important problems will you solve?

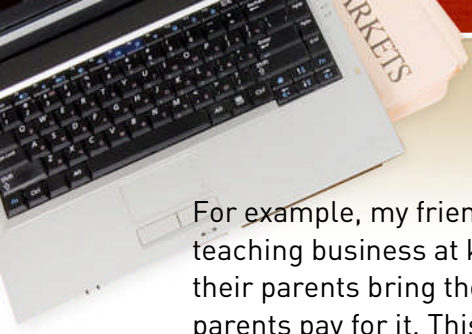
It also helps to put together a juicy offer based on your service. You can refer to this as "branding" or as "marketing yourself." All that matters is that you have a service and a way to spread the word about what it is that you can do.

Customers.

You need someone to offer your product or service to. If you have a service but nobody to sell to, then you don't have much of a freelancing career.

It's highly recommended that you have specific customers that you'll target your services to. Being a general fitness instructor is probably fine and all, but you need to be specific. You'll get much better results when you target a specific piece of a group.

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For example, my friend Justin switched gears and aimed his guitar teaching business at kids that wanted to get into it. These kids have their parents bring them for every lesson. Oh and of course the parents pay for it. This beats trying to market your services to a college student that will change their mind whenever they get a new girlfriend or something else fun to do comes along (usually takes a few weeks).

I on the other hand, wanted to expand my freelance writing career. Instead of looking for random gigs I targeted personal finance bloggers that shared similar views with me so that I could write about a topic that I was passionate about instead of finding a writing gig and then trying to learn about the topic.

It always helps to niche it down and target specific customers if you want to find new freelancing clients.

The good news is that finding customers is easier than ever. Common online channels like Facebook and Kijiji can help you reach new potential clients in a matter of minutes. We'll get into this later on this guide.

A way to get paid.

How are you going to get paid? How will you collect your money?

You won't have much of a freelancing career if you're not getting paid.

If you do work in person you can charge cash or check.

When you do work online you're going to need a Paypal account.

You simply need a way to get paid.

A quick note on Paypal: It's safe to connect your Paypal account with your bank account. I did this a long time ago and I can't recall any issues.

Another quick note on freelancing: Free work is okay when you're first getting started. There's just one important condition that needs to be met. You do free work only on a trial basis. You don't want to wait six months and then find out that you won't be getting paid.

Create a service, find clients, and get paid.

Now you're ready to be a freelancer. It's that simple. Look at you, Mr. Freelancer!



Freelancing 101: The bare bones basics.

Do you want to start making money by using your skills? Do you want to try your hand at making money on the side? Do you want to find a gig that's flexible with your busy social life and your responsibilities?

This is the guide is for you if you answered yes to any of those points.

We're going to look at freelancing and what you need to know to get started. I've been doing freelance writing and various freelance tasks online for about two years now. I've also helped a few friends get started in freelance work. My friend Justin is making money doing something he enjoys, teaching others how to play the guitar. My buddy Jason on the other hand finally started to use his artistic skills (something I have none of) and experience from the past to start doing tattoos out of his home.

I wanted to share important information on freelance work before you go out there and try to make as much money as possible this summer (and for the rest of your life).

How's freelancing different from starting an online business?

When you work as a freelancer you do a service. You work for a project fee or an hourly rate. You do your work and that's your only commitment.

When you start an online business or any other business, you're responsible for everything. An online business is just like an offline business. You might have to hire a freelance web designer, a freelance writer, and freelance SEO consultant. As a freelancer, you do your work, get paid, and move on.

I personally do a bit of both.

Why all the hype about freelance work?

You focus on the work when you're a freelancer. When you run any sort of business (online or offline), you have to deal with every single aspect of running a business. You have to deal with clients, marketing, taxes, accounting, and so. When you do freelance work you focus on what needs to get done. You charge your rate and you get out. I don't mean to be repetitive, so I'll leave it at this: you do only what you're good at as a freelancer.

Freelancing is also an excellent way for you to make money on the side while you test out various ideas. It definitely beats complaining about how much you hate your job and then not do anything about it. I'll stop myself there before I start ranting about buddies that complain to me everyday about their jobs, but never do anything about it. You paid for this guide because you want results. I respect you for that.

Are there any setbacks to freelancing?

As beneficial as freelancing is, there are a few setbacks. I want to stress this here to filter out anyone that's looking for an easy way out.

The first obvious setback is that you don't have the opportunity to make as much money as the business owner does. You only get paid for the work that you do. Your income potential ends there. When you run an online business or start a small startup, you have the opportunity to earn much more revenue.

The other main negative of freelance work is the financial situation. You don't have a steady pay check, the work is random, and you're responsible for your own taxes. For some of us this really isn't a big deal. For others, the thought of not having a steady check is scary. I'm just trying to warn you.

Does freelancing as a side gig make sense?

I totally recommend freelancing on the side.

I'm not one of those "visualize success, follow your passions" sort of people. I believe in replacing your income before you think about quitting your job at all. I cover this further in this guide. And of course, making money on the side to find a new source of income beats complaining about your co-workers.

You also never know when you're going to lose your job or another huge recession will hit. It pays to be prepared by setting up a side

income for yourself so that you're not left scrambling if you do lose your job tomorrow.

How are the working conditions as a freelancer?

The working conditions as a freelancer can be ideal if you're ready to work and don't get distracted easily. If you're not ready for it, life can be hell as a freelancer. I'm speaking from experience here.

I've found myself far too many times scrambling last minute to get my freelance work done. When I first started, my time management skills were horrible. I had this awful habit of going out the night before I had freelance work due. Let's just say that it's not a great idea to be completely wasted trying to finish up a blog post.

You need to look at a few important questions when it comes to your working conditions as a freelancer. The questions for new freelancers are:

- **HOW DO YOU WORK?** You need to decide if you're going to get your work done in the morning or in the evening time. You need to look at how you plan on getting things done.
- **WHERE DO YOU WORK?** You can have an actual office setup, use the coffee shop, or keep your laptop on your lap as you sit on the couch watching Jersey Shore. It helps to figure out where you plan on working.
- **DO YOU TAKE HOLIDAYS?** Setting boundaries as a freelancer is key. If you don't have any limitations you'll never know when to stop or start working. You don't want to feel guilty about taking a day off.



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You need to address those three questions before you even consider any sort of freelance work. Or you can attempt to wing it like I did.

What are the common fears for becoming a freelancer?

There are two common fears when it comes to getting started with freelancing. What are these fears?

MONEY.

Every single person reading this is concerned about money.

We all need money to survive. We all have bills to pay. The problem is that worrying about money will hold us back from freelance work, starting a business, or doing anything cool for that matter. There are two simple solutions here.

You can save up as much money as you can or you can take advantage of your youth. When you're young, you don't have that many bills. You need to exploit this to get started in freelancing. If you have a family and real responsibilities, you need to save up and beef up your savings so you don't have to worry about living in your van.

FEAR OF FAILURE.

We're all afraid of failing. The fear of failure holds us back from doing remarkable things. I love slapping the fear of failure in the face. I want you to do this too.

Whether you fail or succeed isn't that important here. What matters is that you try.

I want to share two amazing quotes on dealing with the fear of failure:

"Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy" – Dale Carnegie

It always makes sense to get out and try something. So what if you fail? It beats not trying any day of the week. I urge you to at least try something right now. I don't want you think about finding the "perfect idea."

"You wanna be afraid, really afraid, take a look at what your life'll look like not if you try and fail... but if you keep on keeping on for decades. That's the real nightmare scenario for most people."
– Jonathan Fields

Once again, the worst-case scenario is not failure. Not trying is absolutely inexcusable. Once you get going and start to notice a little bit of momentum you're going to suddenly wish that you started earlier. I'm here to tell you that you need to start right now.



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That's what you need to know to get started with freelance work and making money.

Before you make even \$10 you might experience some of the aforementioned issues. The good news is that you'll be able to crush them! Once you deal with these issues and make your first few dollars I want you to remember that feeling. You're going to feel amazing. Save this feeling and try to share it with others that are just getting started.

In the next section I'm going to show you how to land a freelance writing gig right now.

How to Find a Freelance Writing Gig

The easiest way to get started with any sort of freelance work is to find a freelance writing gig. You can start making money right now from freelance writing. I want you to make your first \$20 ASAP.

Before we move on, I need to take a minute to get something off my mind. Making \$20 doesn't sound like a lot of money, especially for the fans of the 4-Hour Workweek, but it's a start. The biggest myth in the world is this idea that you need to start making thousands of dollars in passive income online.

Here's a reality check: you need to make a dollar before you can make a million dollars!

If you're looking to make \$20,000 in your first month because you saw some ad online, I want you to email me and I'll gladly refund your money. Now this is not to say that you won't eventually make twenty grand a month or any other monetary value because your income potential is unlimited. However, I want you to crawl before you can sprint!

ARE YOU READY TO START MAKING MONEY BY FREELANCING?

I've been freelance writing for almost two years now. When I started Studenomics I wasn't sure what was going to happen. I didn't know anything about making money online nor did I have any clue that freelance writers would be in such demand. Now I write for multiple sites on top of writing for my own site five days a week.

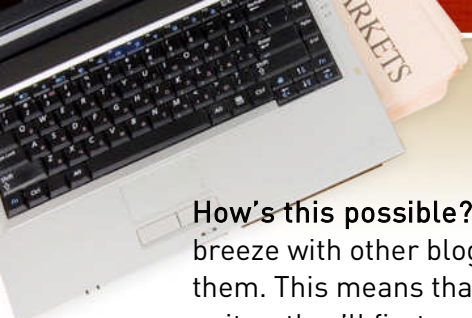
We're going to get into other freelance opportunities in this guide. This section is for those of you that want to start freelance writing.

HOW CAN YOU BECOME A FREELANCE WRITER?

Let's look at what has worked for me and the other freelancers that I chat with...

[Check out forums for freelance writing gigs.](#)

Believe it or not but forums aren't just for chatting and wasting time. You can easily find your first gig by being active in a forum. You can land a writing job just by keeping in touch with your peers.



How's this possible? Most bloggers check out forums to shoot the breeze with other bloggers and to chat about what's relevant to them. This means that if a blogger is considering hiring a freelance writer, they'll first mention it in the forum. If you're an active member of this forum with a decent reputation, you can reach out to this blogger and offer your services.

I found my first writing gig when I noticed a forum member mentioned that they would be outsourcing writing. Before they could even get the ad posted, I sent them a message, and got the ball rolling.

You don't have to actively be looking for work in forums. It just helps to keep an eye out for "looking to hire a freelance writer" threads that pop up.

Quick example: Long time reader Edward found a writing gig in a forum when he heard about a challenge for who can write the best guest piece. He was given \$30 for writing an article.

Keep track of popular blogs.

Are you keeping track of popular blogs in your field? Well first, what does keeping track of popular blogs have to do with anything?

You can find a blogger that needs to hire a freelance writer but just doesn't know it yet. Bloggers with a huge audience have a lot on their plate. Despite hearing about the passive income dream, most bloggers spend a ton of time on responding to emails, generating content, and dealing with admin tasks.

HOW CAN YOU TELL IF A BLOGGER WOULD WANT TO HIRE A FREELANCE WRITER IN THE NEAR FUTURE?

- The website clearly makes money.
- Look for bloggers that seem burned out.
- Find bloggers that haven't been posting.
- Look for signs in articles.
- The author has received a promotion.
- The blogger has just had a child or gotten married or any other major life event.
- The blogger is posting less often.
- The articles are no longer the same.

If you notice any of the signs mentioned above, I highly recommend that you reach out to the blogger to see if they would be interested in hiring a freelance writer.

Obviously not every single person you email will be interested. Some will be interest in a trial basis, some will ask for a few guest posts first, and others will flat out turn down your offer.

If you don't ask the answer is always no.

I actually ended up hiring a freelance writer for one of my other blogs this way. They reached out to me and asked if I needed another writer. I needed another writer. I just didn't know where to look. Turns out I didn't have to look anywhere. They found me.

Search through online job boards.

There are many job boards out there for those that want to find freelance work. I personally haven't used any of these. I've heard from other freelancers that there's a decent amount of well paying gigs available out there.

ProBlogger has a popular job board and there are many others that you can check out. The problem is that job boards are just like regular job postings. You're going to be competing with a bunch of other desperate freelancers looking to work for the lowest price and hoping that you get accepted.

Offer your services on your own blog.

If you happen to have your own blog and want to become a freelance writer as well, then I recommend that you put up a post on your blog offering your services.

I've seen "hire me" posts going up on many smaller personal finance blogs (and other niches). You never know who reads your blog or who's in the market to hire a freelance writer. It's worth a try, especially since it only takes a few minutes to put up one of these posts.

The obvious key here is that I'm assuming you already have some sort of a blog setup. You don't have to worry about setting up a blog. I just want you to know that you can use your existing platform to make more money.

That's how you can find a freelance writing gig right now. If you're interested in making money through freelancing then I highly advise that you close this guide and go after your first paid gig. Once you land a few paid jobs, you can then consider upgrading your product offering (and your prices!).

Are you ready to start looking for online freelance jobs?

"Catch a man a fish, and you can sell it to him. Teach a man to fish, and you ruin a wonderful business opportunity." – Karl Marx

How to find clients aka time to make money!

Now it's time to find freelancing clients for every other type of service.

How can you find clients? The easy answer is that it depends on what sort of freelancing you plan on doing. There's no one-size-fits-all answer here. Luckily for you, I'm not here to give you the easy answer or to speak in general terms. I want you to achieve real results.

How can you find real clients that'll pay you real money?



Referrals.

Have you ever done any work for anyone at some point in your life? Have you ever helped anyone out with anything (free or paid)?

What referrals come down to is finding those that you've legitimately helped out in the past and asking them to put in a good word for you. A referral can help you get in touch with their friends or you can use a referral to put in a good word with strangers that are just looking for a testimonial.

Here's another angle to referrals: you can also promote a new service to an old client. For example, if you worked as a fitness trainer for someone the past, you can contact them to let them know that you're now moving into nutrition. The same client and a new service offering.

Facebook.

Facebook can actually be used for more than just posting up group shots at the bar. Trust me, I was surprised too when I found this out. I've never personally used Facebook to profit in any way (other than a good time), but I know two buddies that have. My one friend Bohdan landed a new gig from a comment he posted on Facebook.

There's also my buddy Jason.

Jason is a tattoo artist and I just saw him put up something pretty cool on Facebook.

"Let's go guys, it's tattoo time! Bring in three people for a tattoo and get a FREE tattoo valued at \$100."

I didn't think anything of this comment until I noticed that he had received 22 comments the next morning. I quickly became fascinated with this, so I decided to shoot him a message. Jason told me how he had plenty of new business and that he was booked up for next few weeks.

Those are impressive results from a simple Facebook comment.


Kijiji or Craigslist.

There are plenty of ways to use these sites to help you find clients. I personally recommend keeping it simple. Search for similar services and see what the top-performers are doing. Their ads will show you what you should be striving for.

Online sites.

You can also use Elance and oDesk to find freelance work. These sites are usually all about your portfolio and customer feedback. You have to slowly build your way up here. I'm not a big fan of these to be honest. However, they may prove to be useful or profitable for you.

Your community center.



There's always going to be the classic community center example of finding freelance work. You know how this works. Put up a catchy ad at the local community center where everyone goes.

Now it's time for you to find your first client. I want you to start off by jotting down potential clients right now! Then you go can after them. You should have your first paid client by the end of the week.

A few more quick tips to make more money!

As soon as I finished with this section it then hit me that I could add a few more quick ideas. I'll keep these short. I just want you to have more to think about when trying to make more money, find more clients, and excel your freelancing career.

Give free consultations.

I met a personal trainer at my old gym that would give free consultations to anyone that was interested in his services, but just weren't sure if it was worth the money to pay. He would tell them that the first session is free of charge and free of any hassle.

He would perform a fitness session just as he would with any other client. At the end he would leave it open-ended and it was for you to decide if you wanted to pay next time.

You can try offering free consultations in your field to see if it helps you land more clients.

Offer a referral fee.

After you're done working with a client, you can offer them a referral fee. This is a set amount of money that they receive just for referring you. This is really a win-win for everyone involved.

Start a newsletter.

If you have a blog or an existing format you should try starting a newsletter. In this newsletter you can update your readers with free content, with the occasional premium offer.

Use blog comments to reach a new audience.


Just leave comments on relevant blogs. Be helpful and get your name out there.

That's how you can find more clients. These last two sections should make finding a client easier than ever.

Let's Solve Your Most Common Freelancing Problems

At this point I'm going to assume that you're already freelancing and making a little bit of money.

Now after a few weeks you realize that some problems are creeping up on you. This whole freelancing thing isn't exactly how you expected it to be. You're running into random dilemmas that you



never expected. You can call it quits and go back to your normal life... or you can destroy these common freelancing problems and keep on making money!

What are you going to do?

Let's solve your most common freelancing issues.

WHAT ARE STANDARD FREELANCING CONCERNS THAT NEED TO BE CRUSHED RIGHT NOW?

Freelancing problem #1: Naming your business.

As funny as this sounds at first, many freelancers will actually struggle with naming their business or blog.

Why the struggle with finding a name? Branding. We're all constantly told that we need to "brand" ourselves and "create a brand." Sure, that's cool.

The problem is that your name or your brand is the minor issue here. All that matters is that you solve problems where people are willing to pay for solutions.

Back to this business name thing...

Do you go for a keyword heavy name? Do you try to think of something catchy that encompasses your brand?

Naming your freelance business can be a big problem. The good news is that your business name isn't that big of a deal. Your decision for a freelance business name should come down to two sides:

PERSONALIZED OR NON-PERSONALIZED NAME.

You have two options for your business name.

You can create a name that's personal to you. On the other hand, you can put together a name that's full of keywords. Studenomics is not exactly something that readers are searching for on Google. I could've used "StudentFinances" or something along those lines. The reason that I chose Studenomics is that I wanted a catchy name. It's really that simple.


WHAT'S THE SOLUTION TO THIS FREELANCING PROBLEM?

Just decide on a name and move on with your life.

Freelancing problem #2: Being stuck in a rut.

There will be many low periods in your freelancing career. When you hit these lows you're going to feel like quitting or that you're just not cut out for this line of work. This sort of thinking will prevent you from doing amazing things in the future.

I don't want you to give up on freelancing. I want you to have more money and less stress. Yes to money. No to stress.



"Anxiety doesn't protect you from danger, but from doing great things. It keeps you awake at night and foretells a future that's not going to happen."
— Seth Godin

HOW CAN YOU GET OVER A HUMP IN YOUR FREELANCING CAREER?

- **JOIN A COMMUNITY.** Joining a forum, a group that meets on Thursday nights, or a Twitter group, that's in the same field, can really help you when you're first getting started. The power of community and friends pushing you can be all that you need in your first few months of freelancing.
- **PRACTICE.** Maybe you're not getting the results that you want because you're just not as good as you should be. Getting better is all about hustling and improving yourself. You need to keep on practicing until you know exactly what you're doing and you're impossible to not hire.
- **TAKE A BREAK.** Dealing with a full-time job, other commitments, and your new freelancing business can cause some serious stress. You might have to take a quick breather. Maybe a vacation from work? Maybe a little more sleep?
- **SWITCH GEARS.** You can't convince someone that they have a problem. You're better off finding those that have a problem and are looking for a solution.



That's how you can lift yourself up. You can also email me md@studenomics.com and I'll get you going.

Freelancing problem #3: Dealing with problem clients.

You're going to come across many problematic clients. Some issues will be frustrating. Others will be a legitimate pain that will drive you crazy. Either way you need to learn how to deal with these clients so that you can thrive as a freelancer.

What problem clients should you expect as a freelancer? Who are these troublesome clients?

- **MICRO-MANAGERS.** You know what you're good at. The micro-managing client won't feel the same way. They're going to want to have their hands on everything. This is a pain because you want just do the work and not have someone boss you around. That's what your 9-5 is for!
- **COMPLAINERS.** You're going to have those clients that complain about you and about previous freelancers. They just complain for the sake of complaining.
- **MONEY-ORIENTED.** If the first question is always structured around the cost, you know that this client doesn't care for value. That's a warning sign right away. You want someone that cares about value.

Problem clients won't go away, but you can always deal with them. The truth is that you might want to avoid the aforementioned problem clients. You can also fire problem clients.



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Tim Ferriss said it best on dealing with customers/clients:

"Remember, more customers is not automatically more income. More customers is not the goal and often translates into 90% more housekeeping and a paltry 1-3% increase in income."

There's an abundance of great clients out there. You don't have to stress by dealing with problem clients. You're never going to enjoy your freelancing career this way. I want you to be able to find work that you enjoy. I don't want you to create more stress for yourself.

I suggest that you avoid problem clients altogether and go after those that truly want your help.

This is the approach that I've taken with my readers. There's always going to be someone making noise and complaining about grammar mistakes. If you worried about these type of people, you would never get anything remarkable done. You would be worrying about grammar all day.

Here's a quick note: a problem client isn't always a problem. You could be the problem. Instead of giving your client more work I suggest that you try to doing the work for them. You're getting paid to make life easier for them. Don't make them think. Try making life easier for them and you'll find out if you really are dealing with a problem client or not.

That's how you can solve the most common problems that are plaguing new freelancers.

The next issue is also a common problem for ~~some~~ EVERYONE.

Help! I don't have any time. Man, I'm way too busy.

I don't have any time to start freelancing.

I'm so busy.

I'm working an 18-hour shift and then serving soup at the homeless shelter, I'm so busy.

I don't have time for anything. How can I possibly spend time on freelancing?

Sound familiar?

The quote below will tell you everything that you need to know about time management.

More time isn't always the solution for more getting more work done.

"You don't want to take initiative or responsibility, so you check your incoming mail, your Twitter stream, and your blog comments. Surely, there's something to play off of, something to get angry about, some meeting to go to." – Seth Godin



Feel free to share. I know I can't stop you By **MARTIN DASKO**

WHAT ARE SOME TIPS FOR FINDING TIME FOR YOUR FREELANCE BUSINESS?

I'll let you in on a little secret. We all have the same 24 hours in a day. Mark Zuckerberg has the same 24 hours that you do. We all have the same amount of time. We just choose to spend it differently.

WHAT ARE THE BEST WAYS TO STAY PRODUCTIVE?

Let me share with you guys what has worked for me over the years when it comes to actually getting the setting right to be productive and do real work:

Work with your body.

My recommendation is that you need to figure out when your body and mind works best. For me it happens to be in the middle of the night. For no explainable reason I happen to be the most productive and engaged in my work from like midnight until four in the morning.

I've pulled many all-nighters in the last year working on colossal blog posts or random projects. I've tried to wake up early to get work done. It just doesn't work and I end up being grumpy for the rest of the day because I'm tired.

On the flip side I'm not one of those that feel you need to sleep over eight hours per night. I find that if you eat well throughout the day you can get away with less sleep. You might not like this at first if you're a huge fan of sleep. Once you start working on inspiring projects, you won't even notice that you sleep less. You'll be inspired to wake up early to start working on your stuff.

Do the most important task first.

I'm totally guilty of beating around the bush before actually getting any real work done. In the perfect world I strongly suggest that you complete your most important task first. Once you get this task done you can do whatever you want. Procrastinating on the important stuff just creates unnecessary stress and delays your time of completion.

I highly recommend that you do what's most important first. Sure you can brush your teeth and grab your cup of coffee. Don't start throwing in other random activities and losing half of your day. Going on Facebook to see what's going on will only delay you actually starting your day.

Ditch the distractions.

Working on your business proposal while you eat pizza and talk on the phone might feel like you're multi-tasking. You might even feel like you're effective at time management because you're getting so much done at once.

The truth is that you're just diluting your focus. When you dilute your focus you don't give every task your full attention. You don't need to



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be totally focused when you're brushing your teeth or eating a sandwich. You do need to be focused when you're working with customers, responding to readers, or working on any of your projects.

Work in blocks if you lack time management skills.

Do you remember those dreaded term papers in college? How long would it take you to finally get started? I'd like to take a wild shot and say that it took you a long while to get started on your assignments from the day that you would receive them. If you're anything like me you probably didn't start the assignment until the day before it was due.

Why does it take so long to get started? Huge and audacious projects are just very intimidating. We don't know how to start or where to start.

I strongly believe in working in blocks. What do I mean by working in blocks? There are two different kinds of blocks that I wanted to bring up:

Time blocks.

I found that the best way to get started with any big task would be to setup a time block to do my work. This would mean that I would grab a timer and set a time goal at a specific time. I try to keep it realistic. If it's something I don't care to work on I'll set a 30 minute timer. If it's a huge task I give myself an hour. Then I work non-stop for that time block.

Smaller task blocks.

When you look at the end result of a major project you see this insane amount of work that needs to be done. This is why I try to break every intimidating task down into smaller tasks.

After reading this you're going to have more time. I want you to have more time, more money, and LESS hassle.

"If I spend eight hours staring at the screen and reading the news, the world is not a better place. If I spend 30 minutes working on a project that will add value to my readers or customers, at least some part of the world is better off." – Chris Guillebeau

How to get that huge project done.

I didn't really learn how to get huge projects done from school. I learned by actually getting huge projects done that didn't come with a deadline from a strict professor.

Here's the only formula you ever need to read to get huge projects done (for clients and for yourself):



Set a due date.

Set a firm and realistic due date based on your schedule and lifestyle.

Oh and please don't be afraid to cut random tasks out of your life. You have a big project to finish.

Use stickies to jot every idea.

Grab a sticky pad and make notes. When working on this guide I went through so many stickies and pieces of paper. I wrote down every single idea that hit me. Good or bad ideas were all jotted down. You need to track everything that comes to mind on this huge project that you're working on.

Re-arrange, sketch, and go wild.

This is where you should get as much feedback as possible. You don't want feedback the day before you launch or send your big project away. You need to get every single opinion at this point. Don't wait for feedback. Get it at this stage. Compare your sticky notes. Go wild.

Work.

Time to finally work! Grab a cup or 12 of coffee and start working away. Keep your deadline in mind while you hustle away. There are no shortcuts here.

"Success: no magic formula. You gotta be willing to work for it. Consistent, hard ass work." – The Rock

Release.

It's time for the world (or one client) to see what you've been doing this whole time. Send your product into the world. As funny as this will sound, but this is the toughest stage for some. We start to question our work. We debate if we should send it out or not. We get nervous. We hold back. We don't release.

Screw that. You paid for this guide because you want real advice. I want you to release that huge project into the world. Don't be afraid.

I want you to finish that huge project that you've been working on.

Here's a quick tip on time management and getting shit done:

If you want something bad enough, you'll get it done.

Are you ready?

Time to ditch the 9-5 forever and freelance like a stud full-time baby!

You ready to go full-time with your freelancing?

You know that you want to do your new work all of the time. You can see yourself being a field expert. You want to go all the way. You just know that right now is not the best time. Should you give up? Should you keep on waiting? What should you do?

I believe in not giving up until you've reached your full potential. There's nothing wrong with switching gears or trying your hand at something new. I just don't believe in giving up because you're not seeing instant results. I feel that you should keep on going until you truly know if your goal is attainable or if you should chase after a new goal.

BELOW ARE THE FIVE STEPS THAT ALL NEW FREELANCERS SHOULD FOLLOW IF THEY WANT TO GO FULL-TIME IN THE NEAR FUTURE:

Build up your savings.

Savings are key when starting any sort of a business. You need to be able to cover your expenses. I don't believe in carelessly recommending that you quit your job.

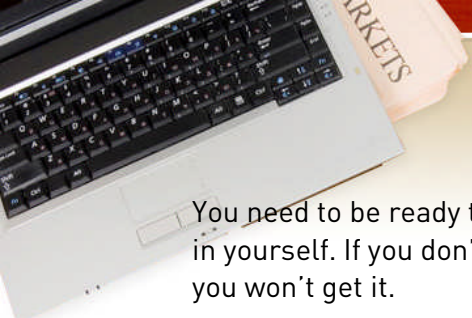
If you want to go full-time in the next year or so you need to start saving up your money so that you'll be comfortable in case you experience any lean months at first.

I don't want to throw out any percentages here. I wrote about [what you need to do before you quit your job](#). This article will help you out if you want to know more about saving money before you quit your job.

Increase your rate.

When the time is right you need to increase your rate. You can't go all the way if you never increase your rate to increase your income. You don't want to be at the same level forever.

HOW CAN YOU INCREASE YOUR RATE? You kindly tell the client that you would like to continue the relationship but that you need to increase your pay for it to be worth your time.



You need to be ready to show results, back your work up, and believe in yourself. If you don't believe that you're worth the new rate then you won't get it.

If your current level of work won't sustain a raise, then you need to test out business ideas until you find something that works.

Track your progress.

Tracking your progress is important because you need to see what's working and what's wasting your time. A simple analysis of an average day can help you figure out where your time is going.

You're likely going to find that the clients that pay you the least, cost you the most amount of stress.

As you start tracking your progress you might have to let go off a few clients, search for new clients, and work on ways to reduce your expenses. This is the beauty of tracking what you're doing.

Broaden what you offer.

I hinted at this point earlier. After a while you'll notice that you just need to offer higher level work because there are different types of entrepreneurship. There's only so much income that you can generate from lower level work.

The beauty of going after higher value work is that you can charge more and be more in demand. You'll never get to be full-time if you position yourself at the same level.

I want to see you improve yourself as you apply the tactics from this guide.

Outsource what you can.

If you want to increase your speed of growth, you're going to have to spend some money.

You can outsource time consuming tasks to free up more time in your schedule. You can outsource what you're not good at (blog design work) and focus on what you're going at (helping others). This way you'll likely reach your goal of being full-time much quicker than performing every single mundane task on your own.

Bonus tip: do what matters.

To tie in with the previous point, I want you to emphasize on doing what matters.

This means that you need to forget about business cards and getting a fancy logo setup. I want to see you do real work, improve your craft, and make yourself irresistible to potential clients.

Don't waste your time on trying to be a business person. Do what you're good at.

What do I do about that sleep thing?

College students are pretty good at two things: sleeping and getting things done at the last minute. I may not be a student any more but I love to sleep in and I'm pretty good at getting things done at the last minute.

"Scientists know embarrassingly little about why we spend roughly one-third of our lives asleep." -- Tim Ferriss

WHAT ARE YOU GOING TO ACCOMPLISH BY LAYING DOWN UNCONSCIOUSLY FOR THAT LONG?

I often joke around with friends about sleeping too much. I say that you can sleep when you die. Why bother with being unconscious for so long right now?

Of course I can be a hypocrite often because I can be pretty amazing at sleeping in or missing important deadlines because I was out cold.

If you don't have difficult sleeping then I'm jealous of you. I've always had problems with falling asleep and hitting random stages of sleep. I usually just can't fall asleep. The more that I have to do in the morning, the less likely I am to fall asleep quickly. Then when I do fall asleep I can't wake up sometimes. I sleep through alarm clocks, hurricanes, and angry girlfriends trying to wake me up.

Enough about me. Let's look at the idea of sleeping as a freelancer since I want you to have more time and money with less stress.

What's the big deal about sleep as a freelancer?

You're now going to be making more money. This will require more of your time. This will either cut into your time spent on Facebook untagging yourself in photos or it'll affect your sleep. Let's assume it's the latter.

Do you need to sleep 8 hours per night in your 20s?

I don't see anything wrong with sleeping in once in a while. I just don't see the point in sleeping more than 8 hours per night every single night. If you want to make more money and beef up your savings account, you really need to get used to sleeping a bit less than some of your friends.

I don't want you to be sleep deprived. I don't want you to walk around like a zombie at work because you were up all night finishing up a freelance project.



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More money is not worth it if it's going to have a negative impact on your health.

Sleep really ties into your productivity with freelancing because you need to be creative and enthusiastic as a freelancer. No client will want to deal with some mindless drone.

The thing is that being productive in your 20s also depends on your diet, fitness schedule, stress, and body. Just because we're told that 8 hours of sleep is what we should be getting, it doesn't mean that everyone needs to sleep this long.

What I'm getting at is that you can cut out an hour from your sleep schedule and replace it with an improved diet.

The obvious issue with too much sleep as a new freelancer is that you want to spend more time on your new projects.

THE OTHER OBVIOUS ISSUE WITH SLEEP IS THAT IT'S A TIME KILLER.

Some of us spend way too much time on Facebook. Others will go crazy at the mall when completely bored. Some will watch Saved By The Bell reruns. Sleeping too much is just another bad habit that we create to procrastinate.

How often do you go to sleep just because you're bored? How often do you sleep in just because you don't have anything to do?

Is four hours of sleep enough?

Sleeping four hours per night is ideal for productivity. Well, for the first few nights at least.

You're eventually going to be too exhausted to do anything productive. It's tough to hit the gym, deal with clients, or work on an excellent blog post when you're mind is half asleep. Another cup of coffee or red bull won't help either. You might get more jittery if anything.

Your mind or body will tell you when you need rest. Go with this.

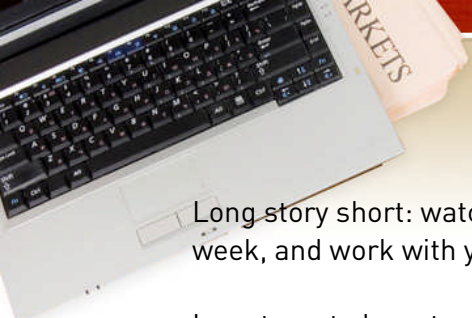
I've been guilty of drinking way too much coffee at times. The problem is that it leads to a caffeine crash and eventual burnout. It's not worth it. You're not more productive when you're dead tired because all you want to do is sleep, yet you force yourself to "work." How high do you think the quality of work at this stage is?

The long story short here is that sleeping less might be ideal for productivity, but it's near impossible to get any work done when you're totally exhausted mentally.

Can sleeping too much have a negative impact on your new freelancing career in your 20s?

I personally think that sleeping too much can be a problem as well. I think your quality of sleep is much more important than how long you actually sleep. You need to rest. However, you need to work hard to really enjoy that rest.

"What man actually needs is not a tensionless state but rather the striving and struggling for a worthwhile goal, a freely chosen task." — Viktor E. Frankl



Long story short: watch what you eat, try to train a few times per week, and work with your body.

I want you to have to more money and less stress as a freelancer.

How to work like a superstar.

How can you get real work done? You now have the right setting and understand what needs to get done. Next you need to figure out how to get real work done instead of being busy. It's far too easy to be busy.

In the Art of Non-Conformity, Michael suggests that all works falls under three possible categories: bad, good, or great work. Bad work is obviously not worth the mention. Good work is actually productive. Great work is revolutionary and leads to innovation.

What happens is that most of us fall under the trap of "bad work" post-college. We got stuck doing work that doesn't really matter and all it does is keep us busy. We take the first job that comes our way. All of our energy gets sucked out of us at work and we have nothing left for anything else.

We simply don't commit ourselves to good or great work.

How can you work like a superstar from now on?

Measure work in output, not hours.

Just because you spend six hours in front of your laptop it doesn't mean that you got any real work done. You just managed to kill a whole lot of time. I could be online all day and get nothing done. The next day I could come on for only an hour and get much more done than the day before.

What I'm getting at is that it's more beneficial to measure your work in what you actually do and not in the time that it took you to do it. What you actually get done is by far more important than how much time you spent on it. Nobody will ever really care about how long it took you to do something. Everyone wants to have their problems solved and to see the benefits of something. There's no benefit in bragging about how much time you spent on something.

Create a "to-not-do" list.

"Once you've removed all the noise, it's easier to see what really matters to you." -- Jonathan Mead

We always hear about to-do lists and such. We're always told to plan our day and to have everything scheduled out. I believe in the opposite. You don't need an arbitrary list to feel productive. You don't need to write out your day in advance.

Why don't you need a to-do list? Why should you create a to-not-do list?

Simply because to-do lists DON'T WORK!!!

You know it's true.

Think about the last time you tried to put together some arbitrary to-do list. The night before you were bored and decided to make a plan for the next day. You write an elaborate list of what you plan on doing the next day. The next day comes and you get none of that stuff done. Now you feel guilty and tell yourself that you're never going to write a to-do list again. What's so productive about that? Nothing.

Instead you can try to put your energy towards cutting out certain tasks from your schedule and everyday life.

What should you consider putting into your to-not-do list? The obvious candidates are:

- Check email 5 times per day.
- Reload your Twitter feed constantly.
- Surf the web for random crap.

Those are just a few things that you need to stop doing right now if you want to see any results.

Don't play a game that you're bound to lose.

"If the game is designed for you to lose, don't play that game. Play a different one." – Seth Godin.

The truth is that it's easy to get caught up in stuff that doesn't matter. We often try to keep busy so that we feel more productive. We don't want to feel guilty about being lazy so we end up doing a bunch of things that don't really matter. We end up playing games that we're meant to lose.

The goal with this point is to remind you that you should never engage in a losing battle.

You need to stop doing useless work if you want to get anything productive done. I notice this with Twitter. The game being played on Twitter is one meant for you to lose. You can't win the game on Twitter. You can't get more followers than your peers. You can't sell anything on there. You can't post up the funniest or the most informative tweets.

Simply put, the game on Twitter is a losing one. I've come to realize that I need to stop wasting my time on Twitter. I would go on Twitter and stay there for hours. I would find myself looking up random tweets of celebrities and people I don't even care about.

Why was I on Twitter so much? Because as a new blogger you're told to go on social media and promote your work. I decided that it would be more productive for me to actually write blog posts.

For you this game can be something else. What matters is that you identify this game and stop playing it immediately. Play a new game.

That's how you can work like a superstar. Are you ready to get real work done?

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Build your following and your team.

"We human beings are social beings. We come into the world as the result of others' actions. We survive here in dependence on others. Whether we like it or not, there is hardly a moment of our lives when we do not benefit from others' activities. For this reason, it is hardly surprising that most of our happiness arises in the context of our relationships with others." – Dalai Lama

Once you're working on something cool, enjoying life in your 20s, managing your side business with your full-time gig, you're going to want to get into the next step.

The next step is to grow some sort of a following. We would like to be self-sufficient. We all want to do everything on our own. The reality is that we need to work with others.

For your freelancing career to have any level of success we need to build a following. We need to have people that are supporting us, challenging us, and giving us feedback. Working without any sort of an audience will get very lonely.

"How do you know when you've built a community? When one person is listening." – Gary Vaynerchuk

I don't have hundreds of thousands of subscribers. I do have a solid following that I'm proud of. Some of my readers found my blog by accident. Others found me because I went out there looking to help as many 20-somethings meet their money-related goals as possible.

Let's get into building a team...

How do you build a following?

Chris Guillebeau presents a simply theory when it comes to building your following. I summarized it with the following graphic:



What does this all mean?



RECRUIT YOUR SMALL ARMY.

You need to get your work out there so that others can find you. If people don't know what you're doing then they'll never be able to follow you. Build it and they will show up sort of thinking just doesn't work anymore. You need to do some recruiting to get others to find you. How can you spread the word of your work?

When it comes to recruiting your small army It's a simple formula that has been brought up millions of times. What is it?

- Do amazing work.
- Guest post on other blogs.
- Connect with others in your niche.

Amazing work is self-explanatory. You can tell when what you're working on is going to be amazing or just average. There's no point in lying to yourself. If you don't put in the work you shouldn't expect exceptional results. We all know what we need to do. We just don't do it for some unknown reason. We need to focus on our clients and not on other freelancers/advertisers.

When it comes to guest blogging I'm pretty sure I don't have to explain this to you. How you go about doing this all depends on you. Some bloggers prefer to guest post on a few colossal sites while others send out many pieces to medium size blogs.

Networking all depends on what sort of relationships you want to build with others. Networking for the sake of networking just doesn't work. I've personally spent many hours on email, Twitter, and on the

phone with my peers. You just can't quantify the time that you spend on talking with others. I hate to call it networking. I treat my online friends the same way I treat my real friends. We talk about random stuff, get to know each other, and have fun.

If any of the three options listed above don't seem interesting to you, there's always the classic bit of advice on marketing from Gary Vaynerchuk:

"The best marketing strategy ever- care."

This is simple enough. Too often we try to be "efficient" by outsourcing important tasks like leaving comments on blog or responding to reader emails. If you want to stand out then I suggest you listen to what Gary has to say.


If you want any results in your 20s when it comes to your career or even something like working out, you need to work with others and use their help to reach higher levels of success for yourself.

What makes up your army/readers?

Readers are a vital part of your team because they provide you with feedback and they inspire you to work harder. Without readers you would eventually give up and move on to business idea #430, a totally new career path or a new fitness regimen.

There are different kinds of readers and friends that you can have.

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You can have passive readers. These are those folks that Google something and they happen to cross your blog. They check out and possibly click a few ads prior to leaving. They don't care for your blog and are usually not all that engaged. These are like casual friends. You might give a friendly head nod in public or engage in small talk at best. It's okay to have casual friends and readers, but it's much more mutually beneficial to build stronger relationships with less people. This leads into the next type of reader/friend you can have.

Then there are engaged readers (YOU). These are the people that will read all of your blog posts, check in often, join the discussion, and be active in your community. In your career these are your mentors and those that help you move up.

TRAIN & REWARD YOUR ARMY.

How can you possibly train and reward your readers? Always over-deliver. That's all.

You can reward your clients and friends simply by always being available, helpful, and willing to connect. How can you do all three?

Being available requires you to set aside time to actually talk with people and not just schmooze. There's a huge difference between being available and giving someone a few minutes of your time. It's important that you're available for your small army because in this day and age we all need someone that we can rely on and go to for help. This needs to be you.

To be helpful, you must actually help solve problems. When you help your friends solve real problems you'll become more valuable to them and everyone else around you.

To connect requires you to bring mutual friends together that can help each other out. This also requires you to be humble enough and allow others to connect with you being in the middle of everything. Can you handle that? Can you risk two of your friends becoming friends with each other?

"The more everything becomes connected to everything and everyone else, the more we begin to depend on whom and what we're connected with." -- Keith Ferrazzi

ASK YOUR ARMY FOR HELP.

How do you ask for help? It's real simple. Just do it. If your readers enjoy your work then they will be willing to help you out. You can ask for simple help in the form of a RT or a link back. Then you can also reach out for feedback. If you want to know if you're doing things right or if you want to switch course, there's nobody better to ask than your small army. There's only so much feedback that you can pick up from your friends and family. This is why it's important that you build up your own crew.



*P.S You can also ask your army for help by creating your own premium products **wink wink.***

How can you build your own team now?

Asking for help is a sign of respect for the other person and not an admittance of weakness on your part. There's nothing worse than giving or receiving unsolicited advice.

What does my team consist of? What can your team consist of?

Friends to create cool shit with.

I enjoy creating cool shit. I especially enjoy creating cool shit with others. This is why I've started mastermind groups in the past and always made an effort to bounce ideas off of friends. I highly recommend that you start a Mastermind group right now. It's pretty simple. Get two other ambitious people together and chat once a week or whenever you want to work on something. You can use this time to compare ideas, give feedback, and push each other. Repeat. Watch how quickly all of you will grow.

Your own staff.

You don't need to hire your own staff right off the bat, but it'll certainly help you grow much quicker down the road. I personally outsource the work that I just don't have the talent for. I outsourced all of my design work. I also hired a Staff Writer and am possibly considering hiring more help with writing moving forward. My logic

here is that this means my readers can get a different perspective. There's only so many people that a single guy in his early 20s can relate to.

You don't have to hire someone. You can simply outsource tasks as they come up (the next topic).

Other freelancers/peers.

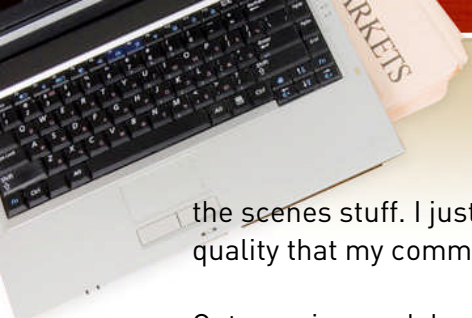
These will be individuals with similar goals and ideas. These will be your new friends that you move up the ranks with at your new job.

I chat with lots of other bloggers and freelancers on a daily basis. We share ideas, give feedback, help promote articles for each other, and make connections with others.

Outsourcing work where you can't deliver high quality.

When you're looking to get serious you're going to have to be realistic with your strengths. Conventional wisdom tells us to improve on our weaknesses. You know, you're supposed to be a Jack of all trades, and master of none. I don't believe in this logic. I would much rather focus on my strengths and outsource my weak points. Plus for me time is money. I don't want to waste valuable time on attempting to become an artist when I can't draw a straight line with a ruler.

I know that I have no artistic abilities nor can I do any code work. This is why I've always outsourced my blog design work and behind



the scenes stuff. I just am not good at this and I can't deliver the quality that my community deserves.

Outsourcing work has become a point of discussion on many personal finance blogs that I follow. It's a polarizing debate. There are those that are strong believers in Do-It-Yourself. These folks believe that you should use your free time to learn how to do important tasks. Then there are those that outsource mercilessly so that they can spend all of their time on what they happen to be good at. I fall somewhere in the middle. I love the feeling of learning something new. I hate the thought of taking time away from my core work. If I happen to have some time to kill, I enjoy learning something new. If I know that a project is going to take a long time and I'm not good at the work, I don't mind outsourcing it.

Here's the bottom line on outsourcing work:

If you suck at something and don't care to learn it, pay someone else to do it. This is a million times better than doing NOTHING. Don't put that job off. Pay someone else to do it if you have to.

Growing your business on the business level.

If you want to get past a certain level you're often going to have to spend some cash. I truly believe in spending money on getting your business to grow faster. Why wait? Who has time to wait? Why not invest in yourself? It beats the stock market or your neighbor's iguana grooming business.

Sure, you can argue that you really don't have to this since most of the information is available for free on the internet somewhere. You can grow your business without investing money. Well, in theory you can, in application you won't.

The major problem is that you need to filter out between what's important and what's merely interesting.

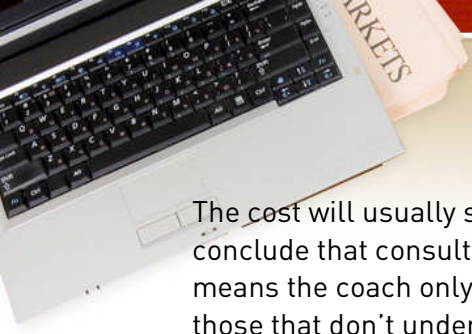
This is why I believe in investing money into your business. Instead of providing you with theoretical answers I'll share with you the ways that I invested money into my business and into myself:

Consulting/coaching sessions.

I've had great experiences with coaching sessions. The reason for this is that you get to work one-on-one with someone that has been successful in something that you want to improve in.

Many bloggers and entrepreneurs give general strategies for success because there's no one-size-fits-all answer. When you pay for a coaching session you get customized advice from someone that has a track record of delivering.

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The cost will usually scare most off at first. Most will be quick to conclude that consulting is a huge rip off and waste of money. That means the coach only ends up with the hardcore students and not those that don't understand the point of paying for value.

To offset the cost I recommend that you ensure the person behind the consulting services has a money back guarantee. You also need to remember that the greater the barrier to entry is, the more perceived value that you'll find from this. It's sort of like a Personal Trainer. You could train on your own and get the same results. The problem is that none of us train as hard as we could with our own trainer. This is why so many of us pay astronomical fees for personal training sessions and then we see strong results. We pay for it, so we take the training more seriously than we would if we went to gym alone for 6 months.

Online courses.

I took the Earn1k course with RamitSethi and I joined the Hustle Project with Adam Baker and Corbett Barr. My reasoning for signing up for these courses is that I wanted to pay for highly tactical information delivered by successful people. Anyone can throw out random tips. I prefer to take advice from those that have been there and done that.

Online courses may seem a bit scammy first just because of all of the con artists out there. I totally get that and it's why I recommend that you only sign up for a course that's offered from a trusted and reputable source in your field.

eBooks/books/premium content.

Most of this information in this guide comes from premium content and my own experiences.

All of the above options are great when you see money coming in. Until you have any real money come in you shouldn't worry about these options because you need to ruthlessly test out your ideas to see what actually works.

The reason for this is that you need to have tangible proof of your business actually having a chance to profit. Free is just not a business model. You need to figure out how you're going to make some money and pay the bills.

What's real money considered? \$5,000. When you earn your first 5 grand from your business I believe that you can start looking into how you can grow it. Until then just enjoy the ride.



What if things are not working out?

*"Take your life in your own hands, and what happens?
A terrible thing: you have no one to blame."
– Erica Jong*

When you work on your own something strange happens. You can longer phone it in or take it easy. Nobody will pick up the slack for you. Everything is on you.

The obvious benefit is that the money all goes to you and you get to work on your own schedule. The problem is that things won't always work out for you.

What should you do if things are not working out? What do you do if you fail with one freelancing idea?

*"Successful people learn from failure, but the lesson they learn is a different one. They don't learn that they shouldn't have tried in the first place, and they don't learn that they are always right and the world is wrong and they don't learn that they are losers. They learn that the tactics they used didn't work or that the person they used them on didn't respond."
– Seth Godin*

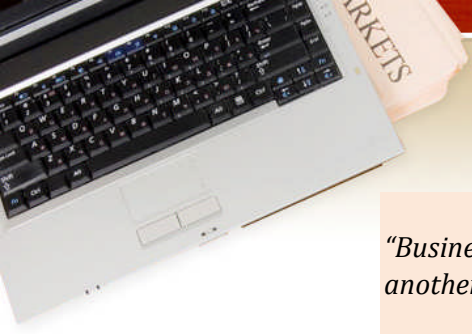
You just try something new or offer your product to a new group of people.

For example, I met a personal trainer who told me that he completely fell flat on his face for the first year in business. Why did he fail so badly? He was targeting the wrong group. He was going after 20-somethings that wanted to get in shape. The only problem was that people in their 20s aren't so good at listening or taking advice from someone their own age.

He decided to switch his product offering around. Instead of targeting 20-something dudes looking to get buff for spring break, he went after busy moms. A lady from 30-45 with two kids and a family has a tough time squeezing fitness into her schedule. The busy mom is also ready to listen to the personal trainer and not question his techniques. My friend ended up making much more money in this field. He has no gone into doing group sessions where he has 10-15 students. The sessions are cheaper in price per person and he uses them to attract more clients for his private sessions.

That's all there is to it. If you're failing you just need to switch your offering or the people that you're offering it to. My first premium product was aimed at college graduates. Then I quickly learned that these people don't have money to spend and/or not willing to spend money yet on self-help.

Now I strive to help people like you. Those that are willing to pay for something if it's guaranteed to help them out in some way.



"Business opportunities are like buses; there's always another one coming." – Richard Branson

You will plateau eventually. You're going to burn out. It's really easy to burn out after going through the material mentioned above and the whole process of getting a brand new business off the ground after college or even trying to survive your first real job while you try to live life. There's only so far that you can go before you need to push things to the next level. There's only so long that you can feel sorry for yourself when you feel like you're stuck in a rut.

How can you mentally pick up the pace? How can you get your shit together when you hit a wall?

You need to spend more quality time on your projects.

You're going to have to cut out certain time consuming activities out of your schedule so that you can work on doing work that matters. I'll never give out careless advice like, "quit your job" or "follow your passions." That's just flat out dumb in my humble opinion. We all have bills to pay and passions won't start buying those bills right off the bat.

I believe that you need to find ways to spend lots more time on your projects. We all have a million things that we want to do in day. We all want to get so much more done.

There's just one problem. You know what that problem is. Real life gets in the way. Real life is different for everyone, but it typically includes:

- Full-time job.
- Family obligations.
- Other hobbies.
- Social commitments.
- Falling in love—don't lie.


With real life getting in the way it becomes mentally and physically draining to work on your projects. Yet here I am suggesting that you spend more time on your projects. What a jerk! Before you want to throw anything at me let me share a few strategies for those of you that want to get hardcore:

Cut out the crap.

Checking stats and working on random arbitrary tasks won't help you with your business. You might feel like you're doing something productive and you might even use this excuse to justify the time consuming tasks to yourself.

You won't see any real results though. You need to cut out all of the noise if you want to get anything done. I can't stress this point enough. The good news is that you're not the only one dealing with this. We all face this problem.

As I sit here typing this section I'm drinking a cup of coffee (or four) at a small little cafe in Krakow, Poland. There are literally no distractions here. Just my laptop and I (and lots of caffeine). That's



what I mean by cutting out the crap. You don't have to travel to Europe to cut out the crap, but I'm sure you get my point. Your work deserves your undivided attention.

Ditch everything and everyone for a set amount of time.

On top of the smaller task and time blocks tip from earlier, you can take this to the next level. While you're working on pushing your business past a certain level you're going to have to sacrifice. Sorry. The good news is that you're taking the chance that you deserve. This is a once in a life time chance and it doesn't have to be permanent. It could last for a few weeks or even a few months. It won't be forever.

You need to do this at least once a year. You need to "hustle" or "get on your grind" or whatever you want to call it. This is a short period of time where you work your butt off to finish a specific project. It needs to be done.

Change your work schedule.

My friend quit his job this past summer so that he can work on his own business idea. Normally I would say that this is a careless decision. In this case he did his due diligence. He went out and found a part-time job so that he could have some sort of income coming in. Just to ensure that he would keep the part-time gig he worked at both jobs for a few weeks. When the time was right he handed over his two week notice to his employer and found himself out of full-time work.

Challenge: Start figuring out how you can change your work schedule. You might not be able to change it right away depending

on what's going on with you. You should at least start working towards the potential change. Oh, and don't quit—yet.

The financial life of a freelancer- important stuff.

We need to cover the financial life of a freelancer before we part ways. This kind of stuff can be boring, but it's very important. You're not much of a freelancer if you're not getting paid.

Here's the important financial stuff that I need to stress...

Getting paid.

You have to ensure that you're getting paid for the work that you're doing. What I recommend here is that you keep a document or an Excel file where you keep track of payments. You want to ensure that all of your clients are paying you and that you're not falling behind on collecting money.

I try to invoice promptly or at the end of the month as has been determined by our freelancing agreement. It's your responsibility to ask for the money.

Managing taxes.

You need to be putting aside money for your taxes. Now that you work for yourself you pay your own taxes. They don't come off your check. This is your responsibility now. You have to file your quarterly estimated taxes. I won't say much more because I don't know where you live or what the tax laws are. You should consult a professional on this.

Tracking expenses.

Now that you're responsible for your own taxes, you also have to manage your own expenses. It's important that you track your expenses so that you can write things off from your business income. You need to track the money that you spend on your business so that you can write it off with your taxes.

Your finances are your finances. Nobody else will ever care about your money the way that you do.

"My obsession with legacy should explain to you why I insist on trying to answer every email, tweet, ping, or comment." – Gary Vaynerchuk.

Build something memorable.

You need to build something pretty damn cool if you want other people to care. If your plan isn't worth shit, people will find out immediately. This is why I don't believe in get rich schemes and BS plans to make money fast. This is why so many of us fail at creating niche sites and other uninspiring projects.

This applies to starting a business, your career, and your personal life. You don't to become the next Richard Branson or go build houses in Africa. I just think you can benefit from doing cool shit consistently. Doing cool shit isn't limited to anything.

I'll use my buddy Robert as an example...

He has a big family, a daughter of his own, and plate full of activities. He works a full-time job where he's a night time manager where he makes good money. He has a part-time job on the weekends. You would imagine that with all of that going on, he wouldn't have much time for anything else. Wrong. He's always working on cool shit. His project for this year was a small building. He purchased a building with 16 units in poor condition. Instead of just leaving it, he decided to work on every single unit one by one until every unit was completed. He had random family members help him out. He designed every unit so that it would be the best in the area. He now has almost every unit complete with tenants living in the building. Instead of stopping he's looking for a new project to complete.

Robert's not traveling the world or running a lifestyle design blog. He's just a regular dude doing cool stuff non-stop.

If you don't stand behind what you're working on people will notice. I don't want to turn this into a motivational handbook. I just believe in standing behind your work or at the very least being non-boring!

You need to be proud of what you do. Do you show up to a first date looking like a slob? Do you give a presentation without brushing your teeth that morning? The answer is probably not because you want to be taken seriously. If you take yourself seriously, the rest of the world will have no choice but to take you seriously as well.



What's next?

We covered everything from getting paid to sleeping as a freelancer. Look's like we're done here. Well not yet. I've attached a few awesome bonuses with this guide to help you make more money and make this even easier for you.

Check out the bonuses.



If you have any questions, shoot me an email to md@studenomics.com