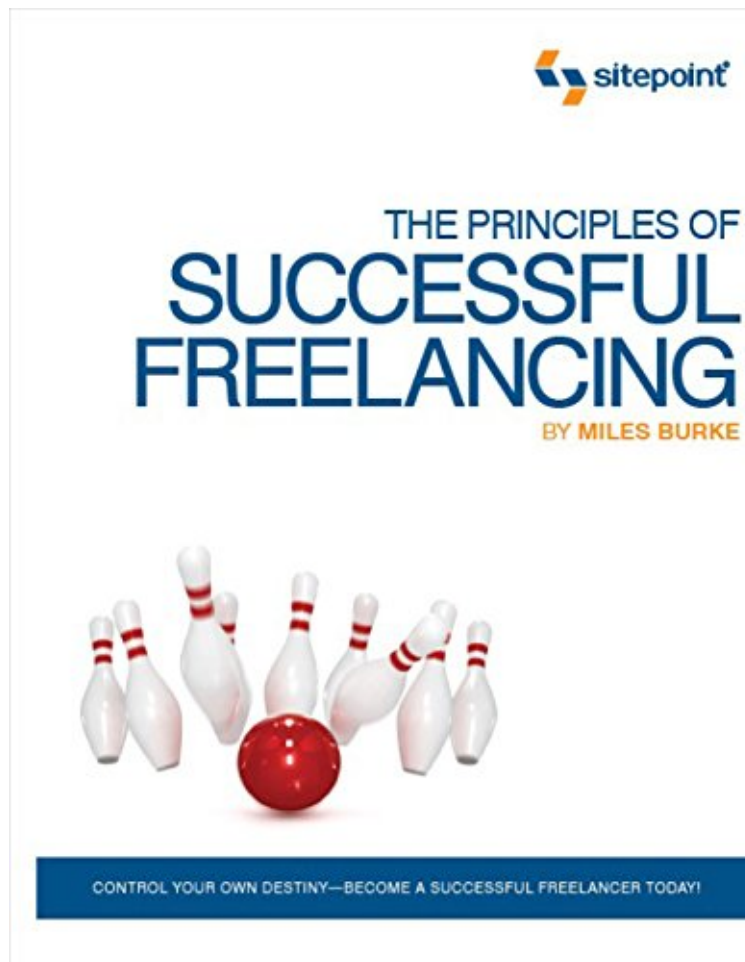


[Ebook pdf] The Principles of Successful Freelancing: Control Your Destiny - Become a Successful Freelancer Today!

The Principles of Successful Freelancing: Control Your Destiny - Become a Successful Freelancer Today!

Miles Burke

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world where nothing can go wrong. Well as a crusty old freelancer I can tell you that's far from the truth. Well Miles Burke in his new book *The Principles of Successful Freelancing* discusses just that. Miles is no stranger to making the leap into world of freelancing having done it three times. When I first picked up this book, I'll be honest, I was a little skeptical. But I found this is a good book. It's well written with an entertaining layback style all it's own. I can just imagine Miles sitting back in a cafe or coffee shop chatting about freelancing. You could easily read this book on 4-5 hour plane flight. This book is squarely aimed at the person who is considering getting into freelancing or has just started. It covers off all aspects of the freelancers life cycle, such as: * From starting out and a hard look at oneself, are you cut out to be a freelancer. * Preparing for the transition from regular work to freelancing, and all the things you really need to think about (but don't). * Finances, making sure you really do stay in business and keep a positive cash flow. * Productivity, time tracking, getting into that productivity zone and not being distracted. * Selling, winning work and understanding how to sell. Something all freelancers fear at some stage. * Customer service, or keeping the client, project management made simple, and dealing with difficult clients. * Lifestyle, work habits, life balance are discussed, this is huge area that I know freelancers cut corners on. * Expansion, life beyond freelancing, the final stepping stone on the way for a freelancer, be that back into employment, or expansion using outsourcing or your own staff. You know what's really good and annoying too (well for me) with this book; it is just full of all those tips and tricks that I just wish some freelancing mentor had told me all those years ago in the previous century when I started freelancing. I enjoyed this book to the point that I found myself nodding and smiling as Miles waxed on with another aspect of freelancing, pointing out the pitfalls along the way. And sometimes I was wincing as I realised that after 14 years in the game I've still got a few things even I can improve on. The one thing I didn't like, and this was just me, is it was it had a few too many lists in places. It made me think I was checking off my freelancing skills all the time. But really that was a very minor point. Overall, highly recommended, if you are a new freelancer, or old one, or maybe just considering freelancing, get this book, read it. Act on it, it's a great reference source, then later on, reread it. But you know with this book, it's now a little bit easier.

Thinking about becoming your own boss and embarking on the wonderful and rewarding journey of freelancing? *The Principles of Successful Freelancing* is for you. In this easy-to follow guide you'll learn what's important in transforming your skills into a booming freelance business. This book leads you through the entire process, from getting started, through to winning and keeping loyal clients. Running a successful freelance business is easy, and with the information in this book, you'll confidently turn your freelancing dream into a profitable reality. Learn how to make a smooth transition into freelancing Understand how to effectively manage your money Ensure you spend your time on the right activities Discover why a work/life balance is important Learn how your network can support you and your business Overcome your fear of selling And much more ...

The 12 Principles Of Successful Freelancing

- Get Organized
- Keep your workspace tidy and plan ahead (short- and long-term).
- Control Stress
- Remain calm and work through issues to avoid early burnout.
- Research
- Spend quality time researching your proposed business-it's more than a five minute web surf.
- Be Passionate
- Love your work! You should enjoy what you do for a living.
- Budget
- Save for a rainy day rather than spend every cent as it comes in.
- Value your Health
- Bad health stops you from working. Take time to exercise and maintain a nutritious diet.
- Embrace Selling
- Enjoy the sales challenge-it's easier than you think!
- Satisfy Customers
- Don't do average work-exceed their expectations and make them need you.
- Grow Your Network
- Value family and friends' support, and meet new people all the time.
- Maintain Cashflow
- It's what is in the bank that counts, not what you are billing-understand the difference.
- Continually Learn
- Keep acquiring new skills and knowledge, every week. Let it slip and you could be left behind.
- Achieve a Work/Life Balance
- Your life should be more than work-maintain a good balance for health and success.