11 Steps to Turn Freelance Projects into Sustainable Businesses

Presented at WordCamp Los Angeles 2018

Let's Connect! Jen Miller

@JenBlogs4U

Facebook.com/NeedSomeoneToBlog
Step 1

Determine whether you are an entrepreneur at heart.

Let's Connect!
Jen Miller
JenMiller@NeedSomeoneToBlog.com
714.615.0946
@JenBlogs4U Facebook.com/NeedSomeoneToBlog/
- I have a high energy level.
- People trust me.
- I have a strong desire to achieve.
“Self employment would allow me an opportunity for growth. It would allow me to share my talents and knowledge with others, helping to benefit their lives. I have an innate need to help others, solve problems, and share what I have; all necessary for self employment. I also like to make decisions and act upon them which would make self-employment a good career choice for me.”

-Jen Miller
Step 2

Define the difference between working hours and billable time.
Step 3

Recognize your monetary needs and setting appropriate goals.

Let's Connect!

Jen Miller
JenMiller@NeedSomeoneToBlog.com
714.615.0946

@JenBlogs4U Facebook.com/NeedSomeoneToBlog
5 Clients → 35 Clients → 100+ Clients

Exponential Growth

Let's Connect! Jen Miller
Facebook.com/NeedSomeoneToBlog
Step 4

Create a baseline product or service.
Step 5

Develop a step by step system for your product/service.

Let's Connect!
Jen Miller
JenMiller@NeedSomeoneToBlog.com
714.615.0946
@JenBlogs4U
Facebook.com/NeedSomeoneToBlog/
Step 6

Write and create videos outlining each of those steps.
“I taught them and they taught me.”

-Jen Miller

Let's Connect! Jen Miller
Facebook.com/NeedSomeoneToBlog
Step 7

Define all expectations. Product, Client, Staff, Vendors, Self
Step 8

Let's Connect!

Strategize a plan for attracting clients.

Let's Connect!
Jen Miller
JenMiller@NeedSomeoneToBlog.com
714.615.0946
@JenBlogs4U
Facebook.com/NeedSomeoneToBlog
Track and test everything to set future expectations.
Step 10

Team with others & build relationships.

Staff, Vendors, Clients, Community, Family & Friends

Let's Connect!

Jen Miller

JenMiller@NeedSomeoneToBlog.com

714.615.0946
"We must carry as we climb in this life."

- Pulitzer Prize winning columnist Connie Schultz
Step 11

Set up a workflow and practice walking away.
Thank You.

Let's Connect!

Jen Miller
JenMiller@NeedSomeoneToBlog.com

@JenBlogs4U
Facebook.com/NeedSomeoneToBlog/