

# The Freelancer Checklist

Switching from a 9-to-5 job to running your own independent business can be exciting, but it can also feel overwhelming. There are a lot of decisions to be made and a lot of best practices to keep up with. Use this handy checklist to help track your progress.



## Determine whether you're ready to be your own boss

- ☐ Are you good at motivating yourself?
- ☐ Are you proactive about keeping your skills up-to-date?
- ☐ How well do you manage your time?
- ☐ Are you good at meeting deadlines and sticking to timelines?
- ☐ Can you stay on top of multiple projects at once?



## Evaluate your skill set

- ☐ Identify your strongest skills
- ☐ Define your niche
- ☐ Learn the latest software
- ☐ Stay up-to-date on industry trends
- ☐ Edit your Upwork profile
- ☐ Polish your portfolio
- ☐ Practice talking points about your business



## Get your finances in order

- ☐ Create a budget
- ☐ Set your rate
- ☐ Get insurance
- ☐ Determine your business type
- ☐ Understand your tax obligations
- ☐ Find an accountant
- ☐ Set up a retirement account



## Set up a physical workspace

- ☐ Find a space
- ☐ Get the right equipment



## Start marketing

- ☐ Create a brand name
- ☐ Get a professional headshot
- ☐ Secure your social media sites
- ☐ SEO your profile and portfolio
- ☐ Scope out the competition



## Take it to the next level

- ☐ Accept only the work you want
- ☐ Achieve Top Rated status
- ☐ Create an agency on Upwork

Running your own business will be challenging, but rewarding. Remember, it's all up to you to build up your business, your reputation, and to shape your own success. For more tips and tricks visit [Upwork.com/blog](https://www.upwork.com/blog).