

# NICK'S 7 STEPS TO START FREELANCING & MAKE MONEY (EVEN IF YOU'RE BROKE)

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## 1) IDENTIFY THE NAMES OF PEOPLE OR COMPANIES THAT YOU WANT TO WORK WITH.

Brainstorm and create a huge list of 30-50+ people that you want to collaborate with. The wider the net, the more fish you're likely to catch!

## 2) CLARIFY THE STRUCTURE OF YOUR IDEAL DAY/WEEK.

What hours of the day, how much you want to work, and your location all play into the type of freelance work you should pursue.

## 3) IDENTIFY THE SKILLS THAT THOSE PEOPLE ARE WILLING TO PAY FOR.

Look up job boards, FB groups, email lists, hiring pages, google, etc... Find job descriptions from companies on your list and create a new list of all the skills that they've been proven to pay for.

## 4) IDENTIFY YOUR GREATEST STRENGTHS AND MATCH THOSE UP TO THE LIST YOU MADE IN STEP THREE.

Even if your strengths don't seem to perfectly align on the surface, you probably have some underlying strengths that make some of the skills from step 3 learn-able.

## 5) CREATE A PORTFOLIO AND SHOW OFF YOUR WORK.

This will be used when you start pitching those companies from step number 1.

## 6) LAND YOUR FIRST GIG (EVEN IF THAT MEANS DOING SOMETHING FOR FREE.)

In this step, you'll be doing a lot of pitching and relationship building. Of course, you'll want to lean on your own strengths. For example, I'm not great at cold-emailing and never landed gigs that way. However, I'm decent at building in-person relationships with people so I could attend conferences and often pick-up some freelance work there.

## 7) OPTIMIZE AND REPEAT.

Over time you can identify the area that you thrive in and scale down your client base to where you're only doing that very specific work. This lets you increase prices and decrease time while also increasing satisfaction and happiness.

**[CHECK OUT NICK'S VIDEO ON THE SUBJECT TO GET A MORE IN-DEPTH LOOK!](#)**