

*1 in 3 Workers Freelance.  
You Can Too!*

.....

In a few more years, more than half (yes, half) of workers will earn at least some of their income freelancing!

You can do it too.

I believe everyone has a skill set, ability or hobby that they can market as a service business.

And that is, after all, what freelancing is all about – selling your services to others!

But before you start selling, you've got to find your profitable skill that you can package into a service for sale.

**Remember, people hire freelancers for one of two reasons:**

- 1.They know how to do something but don't have the time**
- 2.They are clueless and need help doing something**

So, your job is to find a skill you can sell to others to either help them free up valuable time or complete a task they just don't know how to do.

To do this, we'll look at your hard skills and soft skills.

.....

# Hard Skills

.....

Skills come in all shapes and sizes. Some are useful. Some are useless. Some are great party tricks. And others can be turned into super profitable service businesses. We're aiming for the latter.

Most often, your profitable skills are known as hard skills.

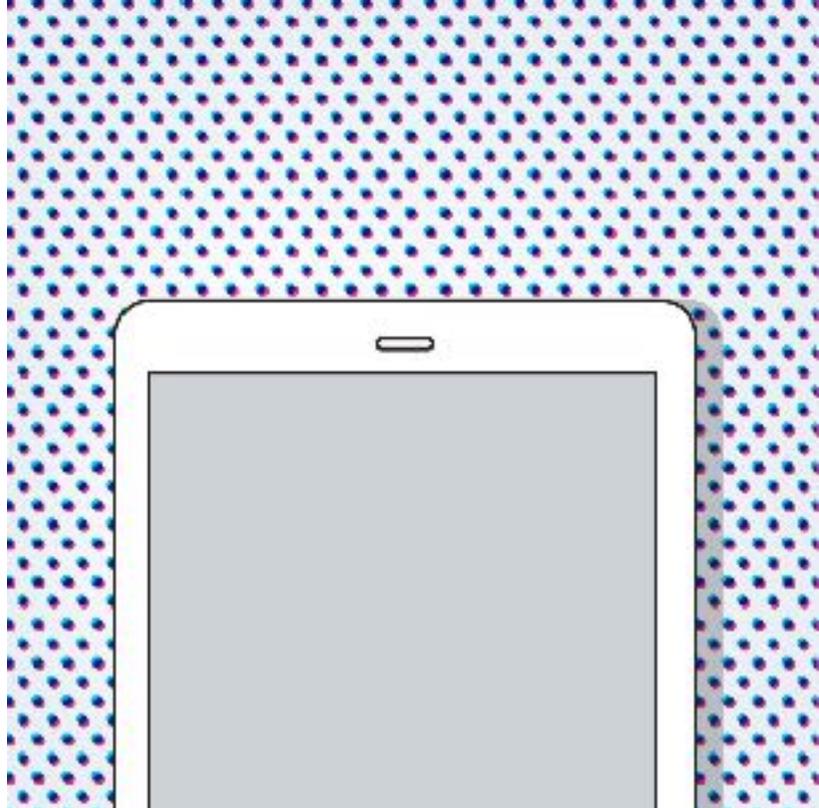
## What is a Hard Skill?

In a nutshell, hard skills are those which can be easily measured.

If you can 'prove' your competency or demonstrate your ability to do something, it's probably a hard skill.

Another way to think about it is in terms of a portfolio. Freelancers have a portfolio of work they can show to clients. This portfolio says to clients, "Hey, I know what I'm doing. Here's proof."

So, try to think of the things you'd put in a freelance portfolio if I asked you to make one right now. These are your hard skills!



## Examples of Hard Skills

.....

- |                 |              |
|-----------------|--------------|
| Word Processing | Proofreading |
| Copywriting     | InDesign     |
| Photoshop       | Excel        |
| Bookkeeping     | Calendaring  |
| Graphic Design  | Marketing    |
| Transcription   | Programming  |
| Editing         | Bilingual    |
| Coding          | Powerpoint   |
| Social Media    | WordPress    |



# Soft Skills

.....

Soft skills are not as easily measured as your hard skills.

Instead, these are the skills that are typically inherent to who we are.

Think of the ways your coworkers would describe you:

Organized?  
Disciplined?  
Positive?

These are considered soft skills.

While soft skills aren't necessarily profitable since they can't be sold, they are nonetheless valuable in the freelance world!

**Remember, soft skills complement your hard skills and are used to sell you as a freelancer.**

Your hard skills will bring interested clients to your virtual door but your soft skills will help close the sale.



## Examples of Soft Skills

.....

- |                 |              |
|-----------------|--------------|
| Leadership      | Networking   |
| Communication   | Diplomacy    |
| Self Motivation | Adaptable    |
| Deadline Driven | Resilient    |
| Creativity      | Friendly     |
| Problem Solving | Enthusiastic |
| Listening       | Innovative   |
| Negotiation     | Artistic     |
| Collaboration   | Organized    |
| Persuasion      | Disciplined  |
| Inspiring       | Positive     |



On average, freelancers earn a higher hourly wage than non-freelancers and work less hours each week.

.....

Before you start seeing yourself as the money-making machine you obviously are, you need to decide on your most marketable (read: profitable) skill.

Having a laundry list of hard skills is great. This will give you tons of options when it comes to freelancing, but not all hard skills are created equal.

Fluency in ancient Sanskrit is not nearly as profitable as, say, programming know-how.

**And that's why it's important to find skills that are actually in demand. Because, really, there's nothing worse than setting up shop as a freelancer only to find no one is buying the services you're selling.**

So, before you decide to take the freelance plunge, carefully evaluate your hard skills for those that sell well.

And then narrow it down to one. Ideally, it's the service that you know is potentially profitable and is something you actually enjoy doing.

You can always add to your service offerings later. But when just launching, it's best to start with one and grow organically.

.....

# *In-Demand Freelance Skills*

Grab your hard skills list and cross reference it with the skills listed here. These are the most sought after services from freelancers, like you!

## *Design*

Animators	UX Design
After Effects	Video Editors
Graphics	Voice Actors
Illustrator	Web Design
PhotoShop	Logo Design

## *Developers*

Ajax	MySQL
CSS	PHP
HTML	Ruby
iOS	Python
Java	WordPress

## *Admin*

Cust. Service	Virtual Asst.
Data Entry	Tech Support
Research	Google Docs
Emailing	Data Miner
Transcription	Calendaring

## *Writing*

Articles	Translation
Content Curator	Content Mgmt
Editing	Proofreading
Short Stories	Tech Writer
Ghostwriter	Copy Editor

## *Finance*

Accounting	Recruiter
AP/AR	Analyst
Bookkeeping	Tax Prep
Coaching	QuickBooks
Excel	Scrum

## *Marketing*

B2B	SEO
Blogging	Social Media
Cold Calling	Link Building
Email	Leads
AdWords	Optimization

# *You've Got Skills. Time to Sell Them!*

How'd you do? I'm gonna guess you have at least one hard skill that falls in line with the in-demand list above.

Remember, this guide is by no means exhaustive. And the skills listed aren't the only ones that sell well.

At this point, your wheels should be turning. You've been given the little nudge needed to go from "I don't know anything" to "I've totally got a skill to sell as a freelancer!"

## **What Happens Next?**

That's entirely up to you! Now you can take your marketable skill and start selling it. As a beginner, you can start a freelance service site that does the 'selling' for you or start pitching away on popular marketplace sites.

Start exploring some of your options by checking out the resources to the right >

**Have a question? Don't be shy! Tweet me @AshleeWrites**

And now that you're in the know as far as freelancing – why don't you spread the love? I'll bet you know someone who needs a little help overcoming their freelancer self doubt!



## *Resources*



<http://workfromhomehappiness.com/jumpstart-freelance-writing-career/>

<http://workfromhomehappiness.com/freelance-website/>

<http://workfromhomehappiness.com/freelance-websites/>

<https://www.upwork.com>

<https://cloudpeeps.com>

T