

Lesson 39 Action Workbook

Building Your Freelance Brand Beyond Marketplaces

Module 5: Growing Your Freelance Business

Define your brand and proof

Choose a clear audience and work you may share.

Name: _____ Date: _____

Positioning and audience

Define buyer, service, deliverables, and your consistent message.

Portfolio page plan

List service details, samples, about section, and contact method.

Proof and permissions

Record sample labels, your role, approved feedback, and permissions.

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Plan content and contact

Build one channel you can maintain consistently.

Name: _____ Date: _____

Content and channel

Choose one channel, four useful topics, and a weekly time limit.

Email and signup

Plan signup permission, resource delivery, and unsubscribe tests.

Inquiry process

Record form tests, inquiry source, review steps, and next action.

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Module 5: Growing Your Freelance Business

Respect rules and review results

Track suitable inquiries, workload, and changes needed.

Name: _____ Date: _____

Marketplace rules

Record client source, relevant policies, and required approvals.

Monthly review

Track qualified inquiries, projects, sources, time, costs, and questions.

Next improvement

Choose one change, assign an owner, and set a review date.