

Lesson 40 Action Workbook

Building a Long-Term Freelance Business

Module 5: Growing Your Freelance Business

Define your offer and client strategy

Build around work you can deliver reliably.

Name: _____ Date: _____

Core offer and client

Define buyer, service, deliverables, exclusions, and evidence of demand.

Client pipeline and repeat work

Choose channels, inquiry stages, follow-up, and relevant repeat offers.

Delivery and quality checks

Record steps, inputs, approvals, deadlines, and final checks.

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Module 5: Growing Your Freelance Business

Review records, capacity, and resilience

Use actual records where available; mark assumptions clearly.

Name: _____ Date: _____

Pricing and payment records

Record fees, costs, received payments, hours, and commitments.

Capacity and systems

List available hours, SOPs, review owners, and manual fallbacks.

Dependencies and interruption plan

Plan backups, access rules, client communication, and alternatives.

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Module 5: Growing Your Freelance Business

Set your direction and next 90 days

Choose one priority and review progress regularly.

Name: _____ Date: _____

Goals and skill roadmap

Record 90-day, 12-month, and longer-term direction plus one skill focus.

90-day action plan

List actions, owners, due dates, time limits, and completion evidence.

Review schedule and next decision

Set weekly, monthly, quarterly reviews; record the next improvement.