Financial Strategies to Grow Your Freelance Business

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#ACES2018
Freelancer?

You’re a business owner!
Institute smart financial strategies = gain time.
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Spend money to make money.
Opportunity cost =

Something you give up when you choose another course of action.
Choice 1.
Stay home, read good book.

Choice 2.
Go to the movies.
Choice 2.
Go to the movies.

Opportunity cost: time spent reading the book.
Money spent on the movie.
My goal:

To create an efficient freelance business that maximizes the amount of money I can earn in the smallest amount of time.
Ask yourself:

When I think about my business, I:

- dislike ...
- spend too much time on ...
- could hire someone better at ...
Outsourcing ideas:

- Virtual assistant
- Indexer, transcriptionist
- Social media manager
- House cleaning/yard maintenance
- Grocery/meal delivery/Amazon Prime
Host Your Own Business Retreat
Rate and Rank Your Clients
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- Who pays well
- Who pays quickly
- Fun projects
- Great person to work with
- Consistent work

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Create Your No. 1 Business Goal
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All goes back to the goal: To be a respected, go-to writer and editor in the association industry.
Your Challenge:

- Before you leave ACES, schedule a one-day solo business retreat on your calendar.
Diversifying or Specializing to Grow Your Business

Michelle Lowery, owner, Sevillana Publishing, LLC