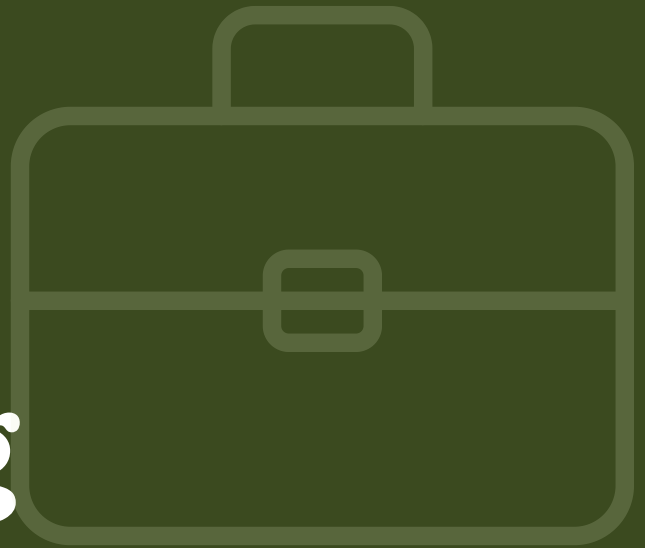


FREE BEGINNER GUIDE · FREELANCING

Start Freelancing *in 30 Days*



A plain-English plan to turn a skill you already have into freelance work: choosing a service, setting prices, building a simple portfolio, and landing your first clients.

20

beginner freelance service
ideas

3

ways to price your work

30

day first-client plan

Choose a service people pay for

Freelancing means selling a specific service to clients, project by project. Start with something you can already do well, then package it clearly so clients know exactly what they'll get.

Skill area	Freelance services beginners offer
Writing	Blog articles · product descriptions · email newsletters · proofreading
Design	Social media graphics · simple logos · presentations · printables
Admin	Virtual assistance · data entry · inbox and calendar management
Digital	Website setup on builders · social media scheduling · basic SEO
Teaching	Online tutoring · language lessons · music lessons
Numbers	Bookkeeping · spreadsheet setup · invoicing for small businesses

Package your service in one sentence

1. **Formula:** "I [service] for [type of client] so they can [result]."
2. **Example:** "I write weekly blog posts for local bakeries so they get found on Google."
3. **Example:** "I manage inboxes and calendars for busy coaches so they can focus on clients."

My service sentence

Skills I already have

- ☐ From my job: _____
- ☐ From hobbies: _____
- ☐ People ask me for help with: _____

A good first service is...

- ☐ Something you can do well today
- ☐ Clearly useful to businesses
- ☐ Easy to show with samples

Price your work with confidence

Beginners often charge too little. Research what others charge, start at a fair rate for your experience, and raise prices as you collect reviews and results.

Pricing model	How it works	Best for
Hourly	You charge for each hour worked and track your time	Ongoing admin or support work
Per project	One fixed price for a clearly defined result	Logos, websites, articles
Monthly package	A set amount of work each month for a fixed fee	Social media, bookkeeping, VA work

Work out your rate

- ☐ Check 5–10 freelancers offering similar services
- ☐ Estimate how long the job really takes
- ☐ Add time for emails, edits, and admin
- ☐ Set a minimum project price

Protect yourself

- ☐ Agree the scope in writing first
- ☐ Limit included revisions (for example, 2)
- ☐ Ask for a deposit on larger projects
- ☐ Send a clear invoice with a due date

Simple 3-tier package example

- ☐ **Starter:** 1 blog article (800 words), 1 revision
- ☐ **Standard:** 4 articles per month, keyword research included
- ☐ **Premium:** 8 articles per month, images and publishing included

My starting prices

Starter, standard, and premium package, and my minimum project price.

Build a simple portfolio

Clients hire people they can trust. A short portfolio with 3–5 good samples, a clear description of your service, and an easy way to contact you is enough to start.

No clients yet? Create samples

- ☐ Do a sample project for a made-up business
- ☐ Redesign or rewrite something you admire
- ☐ Help a friend or local group at a low rate
- ☐ Volunteer for a charity to get a testimonial

Your portfolio page needs

- ☐ Your service sentence as the headline
- ☐ 3–5 samples, each with a short description
- ☐ Your packages or starting prices
- ☐ A friendly photo and short "About me"
- ☐ A contact form or booking button

Where to show it	Why it helps
Your own website	Looks professional, and you control everything
Freelance platform profile	Clients are already searching for help there
LinkedIn	Great for business clients and referrals
A PDF portfolio	Easy to attach to emails and proposals

Need a portfolio site? [systeme.io](#)'s free plan lets you build a website, a contact form, and an email list, with no coding. **Start free with [systeme.io](#)** →

Describe each sample in 3 lines

- ☐ **The client or goal:** "A local bakery wanted more website visitors."
- ☐ **What you did:** "Wrote 4 blog posts about seasonal recipes."
- ☐ **The result or feedback:** "Posts now appear in local Google searches."

Land your first clients

Your first clients usually come from people you know and from direct, personal outreach. Freelance platforms help too, but expect competition at first.

Where first clients come from

- ☐ Friends, family, and former colleagues
- ☐ Local businesses you already use
- ☐ Freelance platforms like Upwork and Fiverr
- ☐ Online groups where your clients gather
- ☐ LinkedIn posts about your service

Platform profile tips

- ☐ A clear title: "Blog Writer for Food Businesses"
- ☐ A professional, friendly photo
- ☐ Samples attached to your profile
- ☐ Fast, polite replies to messages
- ☐ Ask every happy client for a review

A short, personal outreach message

1. **Personal opener:** "I noticed your bakery's website hasn't posted since spring..."
2. **Your offer:** "I write blog posts that help local food businesses get found online."
3. **Proof:** "Here are two samples: [link]."
4. **Easy next step:** "Would a quick 10-minute call next week be helpful?"

Avoid scams: never pay to "unlock" freelance jobs, never accept overpayments and refund the difference, and keep payments on the platform or through a trusted payment service.

Follow up politely

- ☐ Wait 4–5 business days
- ☐ Send one short, friendly reminder
- ☐ Then move on; don't chase

Track your outreach

- ☐ Who you contacted and when
- ☐ Replies and next steps
- ☐ Which messages got answers

Your 30-day first-client plan

An hour or two a day is enough to get started. Focus on finishing each week's tasks before moving on.

Week	Focus	Done
Week 1	Choose your service, write your service sentence, and research prices	☐
Week 2	Create 3 portfolio samples and set up your portfolio page or profile	☐
Week 3	Tell your network, and send 10 personal outreach messages	☐
Week 4	Apply to 10 platform projects, follow up, and deliver your first job well	☐

Deliver like a pro

- ☐ Confirm the brief before starting
- ☐ Meet or beat every deadline
- ☐ Send short progress updates
- ☐ Ask for a review when you finish

Run it like a business

- ☐ Keep a simple income and expense log
- ☐ Save part of each payment for taxes
- ☐ Use simple contracts or written agreements
- ☐ Check local rules on registering a business

Grow after your first clients

- ☐ Raise your prices a little with every few new clients
- ☐ Turn one-off projects into monthly packages
- ☐ Collect an email list so past clients and leads hear from you

YOUR NEXT STEP

Build your freelance home base

Platforms come and go, but your own website and email list are yours. Here's the free all-in-one platform we use for our own site, forms, and emails.

WHAT WE USE

Build your portfolio free with [systeme.io](#)

Portfolio website

Drag-and-drop pages to show your services and samples.

Contact & sign-up forms

Let clients reach you, and collect leads.

Email marketing

Send unlimited emails to up to 2,000 contacts.

Free to start

No credit card needed, and 1 custom domain on the free plan.

[Create your free account](#) →

Disclosure: this is an affiliate link. MyInfoLabs.com runs on [systeme.io](#), and if you later upgrade to a paid plan through this link, we may earn a commission at no extra cost to you. Plan details were checked in October 2026 and may change.

More free guides: printable guides on business, home, languages, and personal growth at [MyInfoLabs.com](#) →

To your first client,

Uday Chandra

MyInfoLabs.com