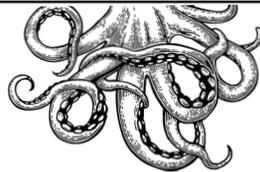


WORKBOOK

FIND THE WORK YOU LOVE AND MAKE MONEY



UNCOMPANY

weareuncompany.com

LET'S GET STARTED

HOW TO USE THIS WORKBOOK//

When you start out working our first tendency is to try to be too many things to too many people. This can lead you unfocused and your clients confused about what you do. The purpose of this worksheet is to give you focus. YES - there are a lot of things you CAN do but what do you WANT to do.

Use this sheet to list what your skills are and then measure those skills on what those skills can pay you and what the market is looking for. It is in this lovely mix you will find the recipe for skills that are marketable AND enjoyable AND profitable. That, my friend is where you find your freelancing happy place.

GOAL OF THIS WORKBOOK//

1

Know which skills you CAN DO and then WANT TO DO and then LOVE TO DO.

2

Graph the skills against what the market is looking for and what they will pay for. You should see where the sweet spot and focus should be.

3

Walk away with a focused list of skills that will be a jumping off point to build your business, marketing, and proposals around.

SKILL CHECK//

WHAT SKILLS CAN YOU DO?

Write out all the things that you can do, from logos, to knitting, bring them all.

WHAT SKILLS DO YOU WANT TO DO?

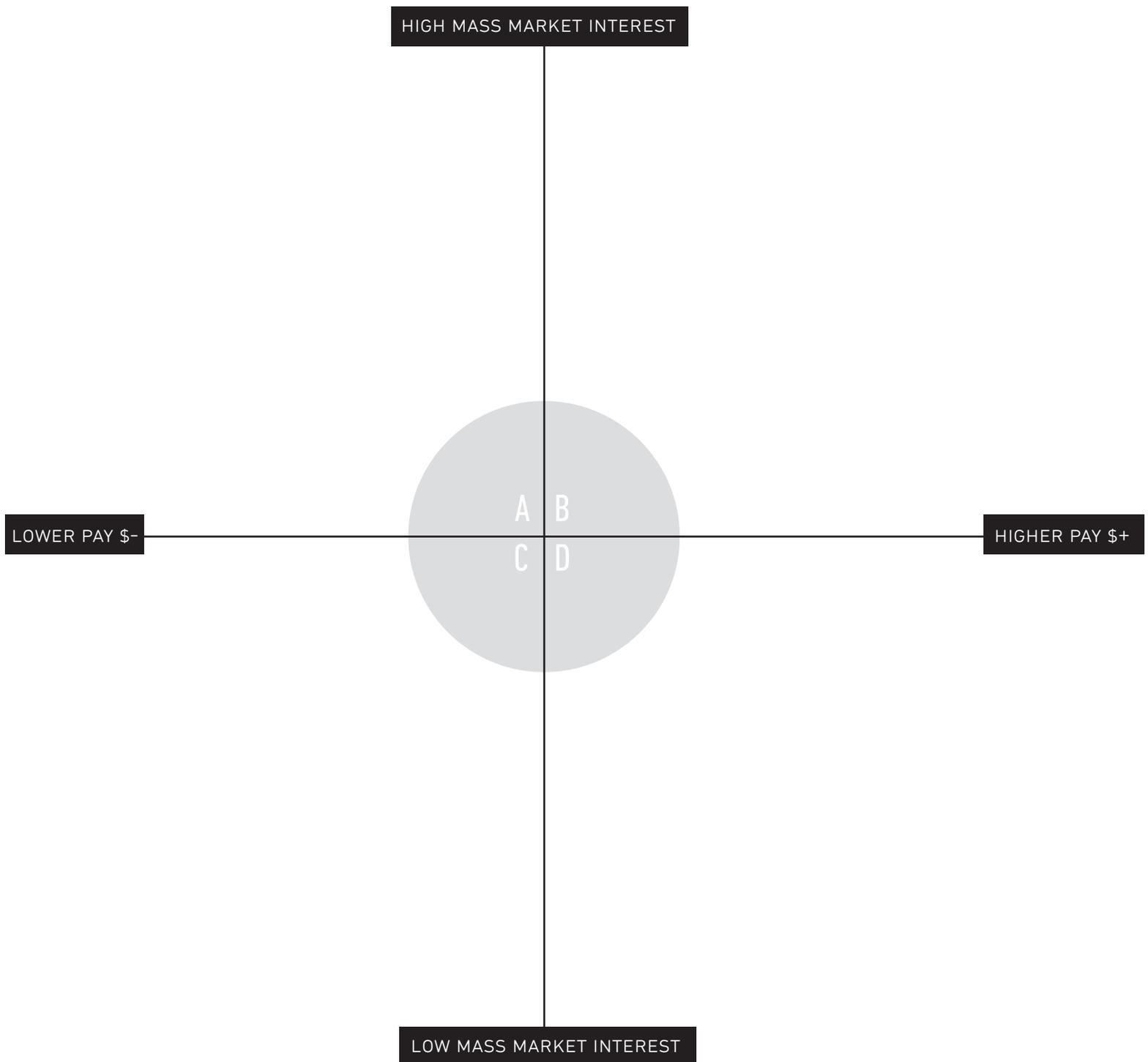
Now what skills do you WANT to do? Maybe you can make a logo but you would like to spend more time building out websites.

WHAT SKILLS WOULD YOU LOVE TO DO?

Like if you could do this everyday you'd be PUMPED and happy happy.

GRAPH IT//

Let's get to work now that you have your lists. Start to put your skills in the correct areas. If you know your skill has a lot of market interest and pays well, but that in the "B" quadrant. If you know the skill has market interest but doesn't pay as well put it in the "A" quadrant and so on and so forth.



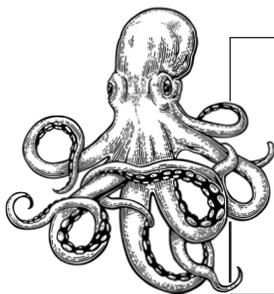
FINALIZE THE REPORT//

WHAT IS YOUR FOCUS?

Now that you have completed your mapping take a look at where things fall. You may not 100% know “market interest” for a given skill. That’s where you have to go do some research; ask around and look online. Use the key below to help you define what each of the quadrants might mean for that skill and your focus.

| | |
|----------|---|
| A | High market interest but possibly lower pay - This might be more of a task based skill. It doesn't mean it's off the table, it just might mean that you need to complete more of these projects to gain the revenue you require. Sometimes these are our “in-between-project” tasks. They are good ways to get your foot in the door for some of those higher billing projects, especially if you like doing them and can perform them efficiently. |
| B | High mass market interest and higher pay - This of course is the best quadrant to pull from. These are your most marketable skills and the ones that clients would be willing to pay for. This quadrant is also usually where there is more competition so while it's good to focus on the skills that fall here, remember you will need to do more business development and differentiate yourself to gain traction. |
| C | Low market interest and possibly lower pay - This area is usually not where you'll find the highest paying jobs BUT don't throw these away. The skills you have here could be more in emerging market opportunities. This could also be where you have hobbies or skills to nurture. If you enjoy something it's still valid to explore just don't hang your hat or your mortgage payment 100% on it from the get go. |
| D | Low mass market interest but higher pay - This area could be where you get into more specialty skills. A lot of the highly trained skills, while aren't as needed by the mass market will fetch a higher value for pay. So if you enjoy working in AI or are proficient in specific programs and skills seek out clients on a one to one basis for these skills and look for these as projects or contract work. |

MY TOP FOCUSED SKILLS ARE:



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Congratulations on your next step. We hope you'll continue to work with us and our community at Uncompany. Let's make unconventional working more workable .

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