# Thinking of Getting Into Freelancing? – Read this First!

One of the easiest ways to build a side business online is to get started with freelancing. While it’s not a business per se and you’ll be trading hours for dollars – it’s still an easier way to get your foot in the door when building an online income.

There are many freelancers who make a very attractive monthly income from freelancing and travel the world while working from their laptops. To become a successful freelancer, there are a few fundamentals you must get right.

* Choose a niche

Before even learning any skills, you need to know what you’re naturally good at. Some have a flair for writing while others are artistically-inclined and can do good graphics.

Choose a niche and a skill that suits you well and you’ll not only enjoy doing what you do, but will excel at it.

* You need a marketable skill

It goes without saying that you need a skill such as writing, video creation, graphic design or one of the many skills that are in demand in the marketplace.

Your success as a freelancer will depend on your skills and your proficiency. The better and faster you are, the more income you’ll generate and the more repeat clients you’ll have.

* Not all skills are made equal

Some skills such as copywriting, running paid ads, and writing marketing emails are more in demand than social media graphic design or WordPress installations, etc. The reason for this is that people will pay more to a freelancer who can generate more profits for them.

This is why copywriters are paid so well. The same for agencies that run paid ads. The work done by these freelancers earns the clients more money – so they’re more than glad to pay the freelancer.

* It’s a numbers game

The more freelance platforms you sign up for and the more gigs you have out in the marketplace the higher your chances of getting hired.

Ask for reviews to get social proof… and offer a discount to your existing clients if they can send you a qualified referral.

Network in Facebook groups, marketing forums and other places where people will need your services. The more people who know you and what you’re offering, the better.

* On time, every time

We live in a fast paced world and people are impatient. If a client is expecting you to deliver the job by a deadline, it’s of paramount importance that you meet it. If for some unforeseen reason you can’t make the deadline, you’ll need to inform the clients.

A good personality, timeliness and integrity will serve you well when building a reputation as a trustworthy freelancer.

* Have an impressive portfolio and samples ready

Many times, potential clients will ask you for your portfolio or samples of your work. They’re trying to ascertain if you’re capable enough to do a good job.

So you have to impress them with your past work. You don’t get a second chance to make a first impression. Make sure your body of work speaks so loudly that you won’t need to.

* Other pointers…

The pointers above are just the tip of the iceberg. You’ll also want to study the competition, level up your skills and maybe even start a blog to attract more potential clients.

Do your research and see what else you can do to make yourself stand above the noise in the marketplaces teeming with other freelancers. Once you find your place, you’ll be able to build a profitable freelancing income in time to come.

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