

How to get started as a freelancer

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Date : November 9, 2013



Welcome to our how to get started as a freelancer page. First things first - thank you for visiting Strat-Talking.com, we appreciate you taking the time to read through our posts and maybe even leave a short comment or two where you feel inspired to do so.

Strat-Talking.com is committed to writing quality content that shows you how to get started as a freelancer, a strategist, a business owner and an entrepreneur.

To that end our manifesto explains a little more about what we believe in...

Strat-Talking.com. To know. To act.

We believe that the best freelancers are obsessive, but it is hard to learn the basics.

We believe that brand strategy is about putting the customer first, responding to their needs.

We believe that for strategists to evolve and to grow, they need to communicate.

We believe that freelance life is a lot of fun, but also requires a lot of work.

We believe the design industry lacks honest & open dialogue, especially the awkward topics.

That's where Strat-Talking steps in, we are all about empowering.

Empowering juniors to understand the expected strategist career path.

Empowering strategists to understand the context of what they do.

Empowering entrepreneurial minded people to make the leap.

Empowering freelancers to build their businesses and succeed.

Empowering people through honesty, leaning on the authors' experiences to inform the readers.

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Getting you started

To save you some time we've curated some of our readers' favourite posts for you so you can get used to how things are done around here. They are listed by topic so it should be pretty

simple to navigate.

Starting out as a freelancer

[How much to charge as a freelance strategist](#)

[The Strat-Talking Freelance Rate Calculator](#)

[Naming and branding you](#)

[Top 5 \(+1\) pieces of software every freelancer needs](#)

[How to find new clients as a freelance strategist](#)

[Redundancy as a platform to success](#)

Freelance business management

[Key accounting terminology for freelancers](#)

[Working from home](#)

[Work and cash flow management](#)

[Five types of mentor you need in your life](#)

[10 recruiters worth following on Twitter](#)

The freelance lifestyle

Enjoy the spoils (coming soon!)

[Living with a freelancer, a fiancé's tale](#)

[Post-It Love](#)

[High Speed Training](#)

[Nespresso review](#)

Brand strategy & thoughtpieces

[The longevity of design](#)

[1s and 0s of digital marketing are dead, long live marketing](#)

[Forget resolutions – what are your objectives for 2013?](#)

[Defining shopper marketing for 2013 and beyond](#)

[The beautiful game just got ugly, for fans, players and sponsors](#)

Inspiration

[30 best marketing / strategy / branding quotes](#)

[20 design and branding agencies worth following on Twitter](#)

[10 things I love about being a strategist](#)