

Freelancer, Consultant, Agency: Which one?

Before ticking things off the checklist, figure out which independent career you want to dive into.

	Freelancer	Consultant	Agency
Hired for	Execution and delivery	Strategy and advisory	Bigger projects requiring manpower and expertise
Your focus	Cover for specific skillset, a team member off, or be an extra hand	Solving high level business problems	Sell a combined process to handle much larger end to end projects
Main selling point	Your time and craft	Looking at the bigger picture and advising companies on how to do things better	Expertise, network, and guaranteed results
Pricing	Hourly or daily rate	Value based or flat fee	Project based or retainer fee

Freelance Checklist

Basics

- ☐ Register for an Australian Business Number (ABN)
- ☐ Find a system for your work finances that works for you
- ☐ Buy a laptop and make sure your software is up to date

Finances

- ☐ Calculate your hourly/daily rate, remembering to factor in Superannuation and your Cost of Doing Business (COBD)
- ☐ Make sure your rate covers your software subscriptions, insurance, and admin hours on top of actual work
- ☐ Figure out your invoices. We recommend using this free template when you're starting out.

Marketing

- ☐ Network and build your contact list
- ☐ Build your personal brand on LinkedIn or where your potential clients can find you
- ☐ Build your website portfolio. You may want to flex your creative muscles and develop a logo.
- ☐ Get recommendations and testimonials and add them to your portfolio site

Consultant Checklist

Basics

- ☐ Register for an Australian Business Number (ABN)
- ☐ Find a system for your work finances that works for you
- ☐ Buy a laptop and make sure your software is up to date

Finances

- ☐ Calculate your value based packaging by providing tiered options, remembering to factor in Superannuation and your Cost of Doing Business (COBD)
- ☐ Make sure your packages cover your software subscriptions, insurance, and admin hours on top of actual work
- ☐ Figure out your invoices. We recommend using this free template when you're starting out.

Marketing

- ☐ Network and build your contact list
- ☐ Build your personal brand on LinkedIn or where your potential clients can find you
- ☐ Build your website portfolio. You may want to flex your creative muscles and develop a logo.
- ☐ Get recommendations and testimonials and add them to your portfolio site

Agency Checklist

Basics

- ☐ Register for an Australian Business Number (ABN)
- ☐ You might want to transition from a sole trader structure to a proprietary limited (Pty Ltd) company
- ☐ Find a system for your work finances that works for you
- ☐ Buy a laptop and make sure your software is up to date

Finances

- ☐ Calculate your project based pricing or ongoing monthly retainer fee, remembering to factor in Superannuation and your Cost of Doing Business (COBD)
- ☐ Make sure your pricing covers management overhead and the collective value of the group
- ☐ For gross incomes reaching \$75,000 AUD on a rolling 12 month basis, register for a GST and add 10% GST in all invoices

Marketing

- ☐ Network and build your contact list
- ☐ Stay active in the industry, attend or host events, and join podcasts
- ☐ Build your personal brand on LinkedIn or where your potential clients can find you
- ☐ Build your website and get recommendations and testimonials