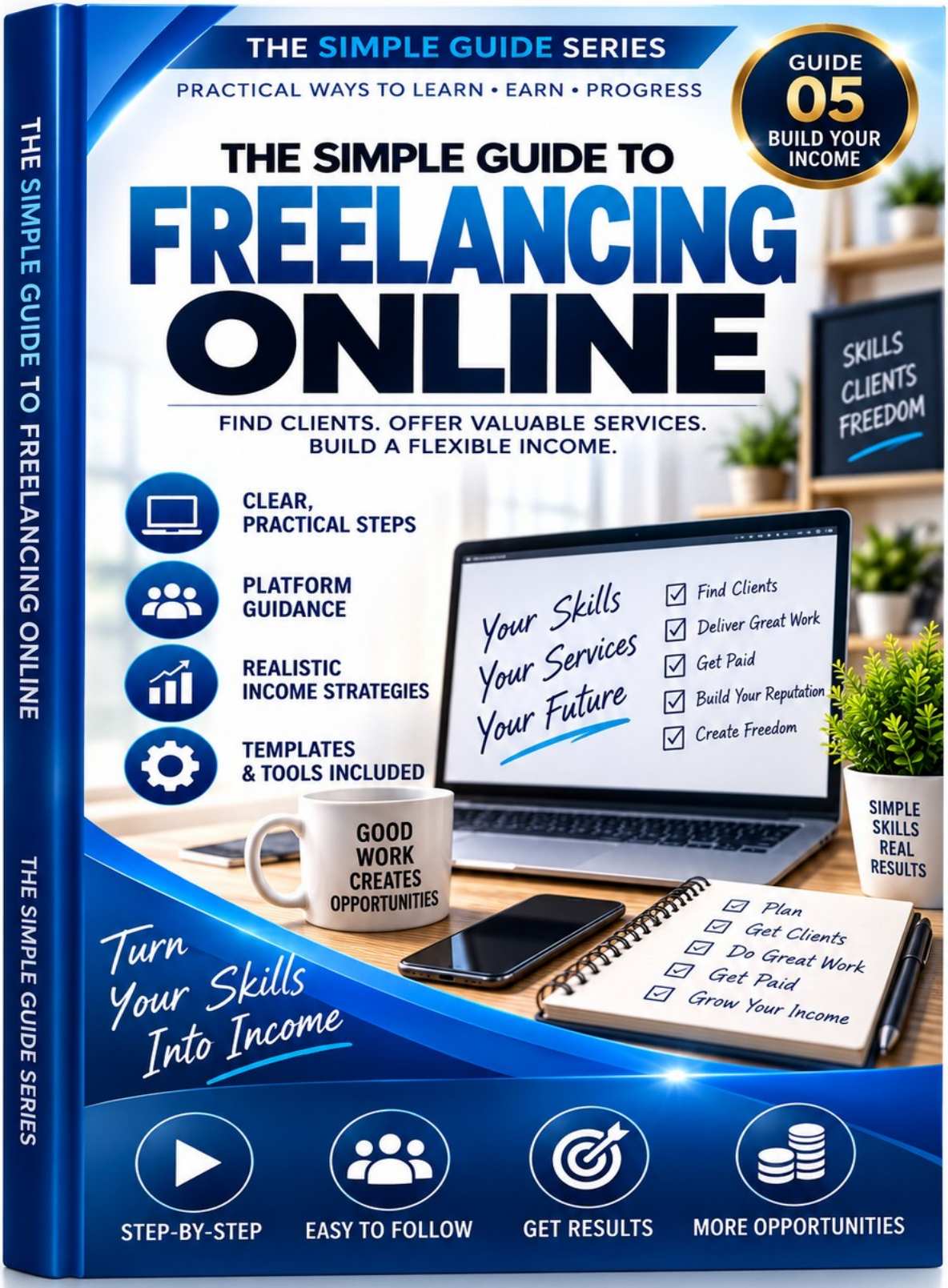

THE SIMPLE GUIDE SERIES
PRACTICAL WAYS TO LEARN • EARN • PROGRESS
GUIDE 05 BUILD YOUR INCOME
THE SIMPLE GUIDE TO
FREELANCING ONLINE
FIND CLIENTS. OFFER VALUABLE SERVICES. BUILD A FLEXIBLE INCOME.
CLEAR, PRACTICAL STEPS
PLATFORM GUIDANCE
REALISTIC INCOME STRATEGIES
TEMPLATES & TOOLS INCLUDED
SKILLS CLIENTS FREEDOM
Your Skills Your Services Your Future
Find Clients
Deliver Great Work
Get Paid
Build Your Reputation
Create Freedom
GOOD WORK CREATES OPPORTUNITIES
SIMPLE SKILLS REAL RESULTS
Plan
Get Clients
Do Great Work
Get Paid
Grow Your Income
Turn Your Skills Into Income
STEP-BY-STEP
EASY TO FOLLOW
GET RESULTS
MORE OPPORTUNITIES
THE SIMPLE GUIDE TO FREELANCING ONLINE
THE SIMPLE GUIDE SERIES

Contents

PART 1	What Freelancing Actually Is
PART 2	Choose Your Service & Client
PART 3	Build Proof of Work
PART 4	Find and Pitch Clients
PART 5	Scope, Price and Deliver the Work
PART 6	Track Results and Improve
PART 7	Your 30-Day Freelance Launch Plan
PART 8	Pricing, Payment and Profit
PART 9	Your First £1, £100 and £500
PART 10	Marketplaces, Direct Outreach, Social Media and Referrals
PART 11	UK Money, Status and Record-Keeping Basics
PART 12	The Freelancing Toolkit
PART 13	Your 90-Day Next-Step Plan

© 2026 THE SIMPLE GUIDE SERIES | Licensed for personal use only | TSG-FL-UK-2026-01

PART 2 — Choose Your Service & Client

4. Start with a problem, not a job title

Do not begin with “I want to be a freelancer”. Begin with “What useful task can I reliably complete for somebody?” A clear service is easier to explain, price and sell.

The three-filter test

- Useful: a client has a genuine reason to pay for it.
- Credible: you can demonstrate enough skill to deliver it.
- Specific: the service is clear enough for a client to understand.

5. Define one useful client type

Avoid “any business”. A clearer client type makes prospecting and examples easier. For example: independent estate agents needing property social posts, or small consultancies needing presentation formatting.

6. Package the service

Define the task, typical deliverables, expected turnaround, what information you need from the client and what is outside the scope.

EXAMPLE

Skill: document formatting. Client: small consultancy. Service: turn rough reports and proposals into clean, branded client-ready documents.

Worksheet — Your freelance proposition

I want to help:

_____

_____

The task or problem is:

_____

_____

My first freelance service could be:

_____

_____

_____

© 2026 THE SIMPLE GUIDE SERIES | Licensed for personal use only | TSG-FL-UK-2026-01

PART 4 — Find and Pitch Clients

9. Build a prospect list

Do not wait for a platform algorithm to find work for you. Build a list of suitable businesses, organisations or individuals that genuinely use the service you provide.

EXAMPLE: SIMPLE FREELANCE OFFER

Problem: a small business has inconsistent presentation decks. Service: format and brand up to 20 slides using the client's existing brand assets.

10. Research before contacting

Look at the prospect's website, social presence, job posts, recent activity or visible business needs. Personalisation should come from relevant research, not fake familiarity.

- Keep the opening short and specific.
- Explain the relevant service.
- Show evidence or a useful example.
- Give the prospect a simple next step.
- Do not send huge attachments without permission.
- Track who you contacted and when.
- Follow up professionally; do not harass people.

11. A simple pitch structure

Problem or context → relevant service → evidence → simple call to action. The aim is to start a useful conversation, not pressure somebody into buying.

12. Quality check before sending

THE C-P-A STRUCTURE

CLEAR: define the service. PROVABLE: show evidence. ACTIONABLE: give the prospect a simple next step.

Check the person or company name, spelling, links, portfolio access, contact details and whether your message actually explains why the service may be relevant.

A professional pitch should be easy to understand in seconds.

© 2026 THE SIMPLE GUIDE SERIES | Licensed for personal use only | TSG-FL-UK-2026-01

PART 7 — Your 30-Day Freelance Launch Plan

The aim is not to build a huge agency in a month. It is to define one useful service, create credible proof, contact genuine prospects, have real conversations and give yourself a realistic chance of winning a first paid project.

DAY	ACTION	DONE
1	Choose one skill you can turn into a useful service.	☐
2	Choose one client type that may need it.	☐
3	Write the service outcome in one sentence.	☐
4	Define the exact deliverables.	☐

Days 5–15 are in the full guide

Get the complete 30-day plan with all 30 steps, plus extra tips, templates and checklists.

UNLOCK THE FULL GUIDE

Toolkit — Pitch & Client Tracker

SERVICE	PITCHES	REPLIES	CALLS	QUOTES	PROJECTS	GROSS £	LESSON

Weekly review

My best-performing pitch/client route was:

_____

_____

I think it worked because:

_____

_____

My weakest result was:

_____

_____

One thing I will test next week:

_____

_____

One service/client angle I should repeat:

_____

_____

© 2026 THE SIMPLE GUIDE SERIES | Licensed for personal use only | TSG-FL-UK-2026-01