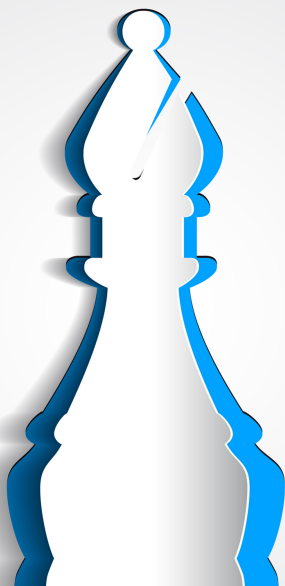


OUTSOURCED FREELANCING  
**SUCCESS**

LISE CARTWRIGHT  
*Do What You Love!*



**HOW TO SET UP AND STRUCTURE  
YOUR FREELANCING BUSINESS THE RIGHT WAY**

# Outsourced Freelancing Success

**How to Set Up and Structure Your  
Freelancing Business the Right Way!**

**Lise Cartwright**

Part of the OFS Guide Series of Books

# OUTSOURCED FREELANCING SUCCESS

LISE CARTWRIGHT  
*Do What You Love!*



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For queries, please email: [lise@outsourcedfreelancingsuccess.com](mailto:lise@outsourcedfreelancingsuccess.com)

## Dedication

To my amazing husband, whose support and love has kept me sane!

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My OFS blog followers for your wish to learn and grow as a successful freelancer.

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# Failing to Prepare...

"The secret of business is to know something that nobody else knows..."

[Aristotle Onassis](#)

I get it, really I do. Starting a freelancing business is both daunting and exciting and sometimes, it can be just all daunting.

Which is why I see so many new freelancers failing to prepare ... failing to set up their business right, failing to implement contracts with clients, and failing to charge what they're worth.

All because they aren't prepared or are too scared to look at what needs to be done to do it right.

If you've been following the OFS Guide Series, you'll know that I've already covered the contract aspect of a freelancing business and how that ensures that you always get paid what you're worth. If you've missed any of the books, you can check them out here: <http://www.outsourcedfreelancingsuccess.com/AuthorPage>.

I'm definitely not guilt-free on this either. When I first started, I was completely focused on getting jobs and getting paid; it was all about the money! But the issue with that is that if you forget to put certain things in place ... the money can quickly walk out the door, followed by a visit from the tax man.

Freelancing is fun. It's freeing, and it allows you to do what you love and get paid for it.

But it's also your responsibility to dot the "I's" and cross the "T's"—there is no separate accounting department, there is no-one taking care of invoices for you. It's all on you.

A lot of the questions I receive via [my blog](#) are focused on a number of things, with one of the most popular questions being, "How do I set up my freelancing business the RIGHT way?"

And there are a number of responses I can give. Because every business is different. Each individual has different situations with different problems that require different solutions ... which is how this book came about!

While each person and their freelancing business are different, a lot of the questions that were being asked were similar. So it got me thinking, 'how could I provide an answer that would satisfy everyone?'

You'll have to read on to find out!

I'm not gonna lie. Setting up your business the right way takes a bit of time and effort on your part initially, but once this stuff is done, it's done. You can choose to do it all yourself, or you can bring in some people to help.

I'll provide you with resources for both options throughout the book.

Here's what you're going to learn:

- Section 1: Business Types
- Section 2: Choosing a Business Type
- Section 3: Budgeting 101
- Section 4: Freelancers & Taxes
- Section 5: Structuring Your Business

I'm also going to provide you with an extensive list of resources and tools to ensure that you get yourself off on the right foot.

Starting a freelancing business is easy. Keeping it profitable and running smoothly, that takes some effort.

If you've got the effort, I've got the know-how. Let's get started!

# Section 1: Business Types

"Just because something doesn't do what you planned it to do, doesn't mean it's useless ..."

[Thomas A. Edison](#)

Setting up your freelancing business is tough. There are so many things to think about. And most of these things are not "sexy." Which usually means that they're important and we need to sort them, but we leave them until they are at a critical point, i.e., if you don't do it, something bad will happen.

You don't wanna get to that point in the way your business is set up.

This actually doesn't have to be that hard, depending on the business type you're looking to implement.

Understanding the types of business setups available to you as a freelancer is the first step in figuring out which one will work best for you.

In this section, I'm going to go through, briefly (I don't

wanna bore you!) each business type and then provide you with the options that best fit freelancers.

You'll also find action steps at the end of the section. These are for you to check off as you progress through the book, and also so you don't forget anything that you're meant to do!

Let's find out what those business types are—and I promise not to use scary, legalese talk!

## **United States of America**

The majority of freelancers reading this book will be from America, so if that's you, read on. If you're outside of America, simply jump to the country that relates to you (or closely resembles your country).

I can't cover every country, but there are some places I can point you to look at if none of the countries mentioned work for you. You'll find more details about those at the end of this section in the "Action Steps."

### **:: Business Types for USA Freelancers**

This is by no means a definitive list. But it will give you an idea of the types of business setups available and



get you thinking about these as you work your way through the book.

Let's start with a list of those available and then look at them each briefly.

1. Sole Proprietorship
2. Limited Liability Company
3. Cooperative
4. C Corporation
5. Partnership
6. S Corporation

These are the main options available to you if you're in the USA. That is quite a lot of options when you compare them to the other countries ... which can lead to confusion in to what to choose.

Here's a bit more information on each one.

### **Sole Proprietorship**

This is the most basic type of business setup. You are the sole owner of the business and are responsible for all assets and liabilities. Simply put, it's similar to being an employee, except now, you carry all the risk. If you default on a loan, your personal assets could be liable for payments. From a tax perspective, you still

file a personal tax return, no special 'business' returns required.

### **Limited Liability Company**

Commonly referred to as an LLC, it's designed to provide limited liability like you get with a corporation, but tax benefits and efficiencies like in a sole proprietorship. The setup is more flexible and you have more operational options.

### **Cooperative**

This is for more than one person in your business. It's designed to meet the needs or provide a service that will benefit all owners, who will likely have a range of skills and provide different responsibilities to the business.

### **C Corporation**

This is a more complex setup and is designed for larger and established companies who have multiple employees. Operational requirements are more restrictive and this requires a lot of setup.

### **Partnership**

This is for two or more people who are looking to work collaboratively together. There are many different types of partnerships available, depending on the

nature and responsibility for each partner involved in the business.

## **S Corporation**

Similar in setup to a C Corporation except when it comes to tax. With an S Corporation, you are taxed only at the personal income level, not at the company income level. Still complex to setup and suitable if you have employees.

If you'd like to know more about each of these setups, you should speak to a qualified specialist. You can also read more information at [www.sba.gov](http://www.sba.gov).

On the next page, we're going to look at business setup structures for Canada. If you want to skip ahead, jump to "Best Freelancing Business Setup" to find out what my business type recommendation is for a Freelancer.



## Canada

While there are some similarities to business setups between Canada and the USA, there are also some differences; namely, that there are only four business types available.

### :: Business Types for Canadian Freelancers

Let's start with a list of the options available and then look at them each briefly.

1. Sole Proprietorship
2. Partnership
3. Corporation
4. Co-operative

There are variations on each of these and they can be set up slightly differently, so it pays to look at them more in depth once you decide on a few to look at further.

Let's look at them in a bit more detail.

### **Sole Proprietorship**

This is the easiest to set up and the most commonly used by new freelancers. You are responsible for all

debts and obligations as they relate to the business and any profits you earn are yours alone. Because you're the sole owner of the business, any creditor you owe money to can make a claim against both your business or personal assets to recover the debt. Keep this in mind when looking at this option. Filing a tax return is simple, you just file a normal personal tax return, no special business forms to fill out.

### **Partnership**

This type of business setup is for those that wish to work with another person, but don't want the hassle of having to incorporate the business. As it's a partnership, all financial resources and responsibilities are combined and split. Specific business agreements and terms should be drawn up to protect all parties.

### **Corporation**

Incorporating a business is for those people wishing to create a separate legal entity that is separate from its stakeholders. This is for companies who have shareholders. By incorporating the business, the shareholders can still contribute and receive money, but are not liable for any of the company's debts, obligations, or acts of the corporation.

### **Co-operative**

This is another business setup that is for more than one person. This is based on members owning the business but pooling their resources to run the business. This type of business setup is owned and controlled by the members.

You should seek legal advice before entering into any of these types of setups. There are variations on the Partnership and Corporation setups, so make sure that you investigate these further to see if they are a good fit for your situation. For more detailed information, visit [www.canadabusiness.ca](http://www.canadabusiness.ca).

If you want to skip ahead, jump to "Best Freelancing Business Setup" to find out what my business type recommendation is for a Freelancer.

## United Kingdom

While there are some similarities to business setups between North America and the UK, there are some differences; namely, that there are six options available, some of which are not commonly found in North America.

### :: Business Types for UK Freelancers

Let's start with a list of the options available and then look at them each briefly.

1. Sole Trader
2. Partnership
3. Company
4. Workers Co-operative
5. Unincorporated Association

Let's look at these in a bit more detail.

#### **Sole Trader**

This is the easiest way to get started in a business. One person owns the business and that one person alone is responsible for everything that is related to that business. So if you default on a payment that is business related, a creditor can come after both your business



and personal assets. This is the main difference between being a sole trader and any other business type. Your business and personal assets are treated as one and the same. This also makes tax time simple, with the only requirement being to file a personal tax return.

### **Business Partnership**

Generally these involve two or more people who are involved in the day to day running of a business. All profits, debts, and decisions relating to the business are shared by each partner. You'll see examples of these in service based businesses, like accountants, dentists, doctors, etc.

### **Limited Company**

Commonly referred to as a "joint stock company," it's made up of a number of people who pool their money together to form the company, the joint stock. These people become the shareholders and receive company profit distributions. A company is an independent entity and all shareholders are not liable for any debits or decisions of the running of the company. In this way, the company is treated like another 'person.'

There are a few variations on a company setup, such as a Private Limited Company or a Public Limited Company.

Check with your legal specialist to find out if either of these options would work best for you.

### **Co-operative**

This type of business setup is where a business is owned and run by its members. These members could be the customers, employees, or residents of the area. Members receive an equal say and share of the profits and debts from the business.

### **Unincorporated Association**

This type of business is for organisations that are looking to set up a sports club or some type of voluntary group where no profit will be made. This type of business is not required to be registered and all people associated with the organisation are responsible for the running of the business, including any debts it may incur.

Before you make a decision, make sure you understand each one fully and what responsibilities are required of each setup. To find out more information, visit:

<https://www.gov.uk/business-legal-structures/overview>.

If you want to skip ahead, jump to "Best Freelancing Business Setup" to find out what my business type

recommendation is for a Freelancer.

## Australia

You'd expect to see some similarities here between Australia and the UK, but there are some differences to be aware of if you're moving between the two countries.

### :: Business Types for Australian Freelancers

Let's start with a list of the options available and then look at them each briefly.

1. Sole Trader
2. Partnership
3. Trust
4. Company

Let's look at these in a bit more detail.

#### **Sole Trader**

As the name suggests, you're the individual person that operates the business on your own. You and you alone are responsible for the profit and debts associated with the business and should you default on any of your business arrangements, you and your personal assets are liable. At tax time, you don't need to file any special business forms, just your normal personal tax

return.

## **Partnership**

As the name suggests, there are two or more people involved in a partnership. This is an association that is run by people or entities that provide a service and run this service together. Debts and profits are shared as determined by the partnership agreement.

## **Trust**

This is a legal entity that is created to hold property or income that benefits other people, not the trust nor the people that run the trust. This type of business is normally set up for families to manage their investment portfolios or future income portfolios.

## **Company**

This is a legal entity that is created to run a business with employees. It has shareholders and employees, both of which are not liable for any debts associated with the running of the business. Shareholders will receive company profit from their investment, but are not responsible for the running of the company nor can they be approached by creditors should the company not pay its bills.

These are the four main business structures that gov-

ern business setup in Australia. If you'd like to know more, you can visit [www.business.gov.au](http://www.business.gov.au).

If you want to skip ahead, jump to "Best Freelancing Business Setup" to find out what my business setup recommendation is for a Freelancer.

## South Africa

Each country is unique in the way they set up their businesses. Make sure you are reading the right information for your country!

### :: Business Types for South African Freelancers

Let's start with a list of the options available and then look at them each briefly.

1. Sole Proprietor
2. Partnership
3. Business Trust
4. Private Company

Let's look at these in a bit more detail.

#### **Sole Proprietor**

This is also commonly referred to as sole trader. This type of business setup is one where you are the sole owner and the sole person responsible for everything associated with the running of this business. All personal assets owned by you are subject to risk due to the fact there is no protection from any business creditors should you default on them.

## **Partnership**

This type of business setup is for those wishing to go into business together but not form a traditional company. Costs are often shared 50/50 and profit and debts are also shared. You can have up to 20 partners in this type of business setup.

## **Business Trust**

This is an entity that is created to look after the interests of the business. The trust holds all assets associated with the business in this trust, including profit. There is no limit to the number of owners or beneficiaries.

## **Public or Private Company**

This is also referred to as Ltd or Pty Ltd. This is a separate entity, meaning that any debts the business incurs are not your personal responsibility, nor those of its shareholders. This type of business will have shareholders and employees who run the business. A public company has shareholders who are the public, whereas a private company works only with private shareholders it has approached.

There are a few variations on some of these setups and you can also have a combination of setups depending on your personal circumstances. If you'd like to know



more, visit [www.southafrica.smetoolkit.org](http://www.southafrica.smetoolkit.org).

## Best Freelancing Business Setup

When it comes to deciding on the best business setup for your freelancing business, there will be a number of factors to consider.

These might include:

1. Whether you're working part-time or full-time as a freelancer
2. Your long-term plans for your freelancing business
3. What financial obligations you already have
4. What country you live in or plan to live in
5. Tax implications and requirements

Here's my thoughts on the best freelancing business setup.

### **:: Option One—Sole Trader/Proprietorship**

If you've read through the different options available in each country, you'll see that this one is the most obvious option for anyone starting out as a freelancer. It's the easiest to set up and when it comes to reporting, you don't have to file any special business related

documents.

Tax is simpler and you can "trade as" a different name rather than using your personal name.

The major drawback of this type of business setup is that you have absolutely NO protection when it comes to your personal assets and your business debts.

Should you find yourself in a financial hole within your business, i.e., you've defaulted on payments, that creditor is well within their rights to get the money back from you by any means necessary, including coming after your personal assets.

As you grow your freelancing business, this type of setup will be one you'll want to change. You don't need to worry about things too much in the beginning, but three to four years down the track, this type of setup might not be your best option.

## **:: Option Two—Limited Liability Company/Corporation**

This type of business setup allows you to form a legal entity that operates like another individual person as far as the law is concerned.

The company is liable for all debts associated with it, and even if you're the sole person that owns the business (or you have the largest shares in the business), your personal assets are protected from being used to pay company debt.

There are also tax benefits available by setting up this type of structure.

There are costs associated with setting up this type of business, which is why I wouldn't recommend it if you're just starting out, but if you'd like the added protection it gives you, then it's something you should consider looking into.

### **Seek Legal Advice**

No matter what option you choose, make sure you seek legal advice, particularly around tax requirements. Each business setup requires different types of reporting.

In the beginning, you don't have to get too bogged down with this. I know when I first started, business setup was the least of my concerns.

However, at the bare minimum, make sure that you have some accounting practices in place (tracking

income and expenses) and you know what tax requirements you need to be aware of.

Ensure that you table reviewing your business after its first year, otherwise you could see yourself landed with a nasty tax bill or other issues, depending on your country of residence.

*Disclaimer: I am not a lawyer. These are recommendations only. You will need to complete your own due diligence and speak to a legal professional in your country. Any action you take as a result of reading this information does not hold me liable for any issues that may arise. You are solely responsible for any decisions you make pertaining to your freelancing business.*

Ok, now that we've got that out of the way, turn the page to learn what action steps you should be taking before moving on and determining how to choose the right business type for you and your freelancing business.

## :: Section 1—Action Steps

Follow these steps before moving onto the next section:

1. Review your country business setups
2. Review tax requirements for where you reside
3. Complete due diligence by referring to your country's tax website for more details about each business type
4. Seek legal advice BEFORE taking further steps

If none of the countries mentioned in this section work for you, the best place for you to start is with your own tax reporting structure. This could be an inland revenue department, or tax office department.

If you're still not sure where to start, contact a company like [Precept Law](#). They will be able to point you in the right direction and offer tax advice for entrepreneurs looking to travel and have no fixed place of residence.

## **Section 2: Choosing Business Type**

Before we jump into this section, make sure you're fully aware of what the best setups are in your country. It's important that you understand what your options are before diving into anything.

It doesn't have to be difficult, but you do need to complete your own due diligence.

In this section, I want to go over the process I used to determine which business setup was right for me and then how I implemented it.

As I mentioned before, setting up my freelancing business "structure" was the furthest thing from my mind when I first started. I was focused on working, getting clients, and making sure the bills were getting paid. Setting up a business was something I hadn't really thought about.

Until I had to think about it.

It got to a point where I was struggling to figure out where my income was coming in, what my expenses

were, and how much tax I should be paying.

I almost got landed with a nasty tax bill, but I sought some professional help and was able to offset a lot of my business expenses to the point where I had almost a zero tax balance to pay. Phew...

Had I been smart (which is what you are, right?), I would have gotten this all sorted right from the start, because it would have made my life (and my accountant's life) a lot less stressful!

## **:: My Process**

When I sat down with my accountant, she mentioned that I really should be figuring out my business setup. She was one of the people that walked me through my options and helped me to figure out what would work best for me.

In the last section, I recommended either a sole trader/proprietorship setup or a limited liability company/corporation setup.

For you, a partnership might be the way to go if you and another person you know are starting a freelancing business together or have complementary skills.



The setup is similar to that of the sole trader, with the major difference being that there is a partnership agreement that governs how the business will operate. Investigate this option further depending on the country you're in.

When I compared sole trader and limited liability company, it was fairly easy for me to opt to be a sole trader. The cost to set up a limited liability company was more than I was prepared to pay initially and as a sole trader, I had the freedom to live and work anywhere I wanted, including outside of Australia.

This was key for me in the beginning, as my plan was to travel and work.

It's fairly easy to set yourself up as a sole trader. Depending on your country, you may be required to register for a business number. This allows other businesses to claim tax on the services you provide, plus whatever other benefits are associated with doing business in your country.

As a sole trader, I didn't need to set up any special company reporting, nor did I need to involve anyone else in my business. Tax was relatively easy as well, and in Australia, you can pay this monthly, based on

your approximate average monthly income.

Chatting to an accountant was definitely key to me setting up my business correctly and I'd recommend you do the same.

You can likely find one in your local area, or you could also jump on [oDesk](#) or [Elance](#) to find someone to help you. My only word of caution here is that you should make sure you're working with someone that is familiar with your country's tax filing requirements. If you reside in the USA but your accountant is based in the UK, they may not know the requirements for your particular state. Keep this in mind when deciding on who to work with.

If you just need someone to manage your books, i.e., a bookkeeper, then you don't need to worry about where they live. All they are doing is tracking income and expenses. In this way, you could get away with only having to chat to an accountant come tax time.

Figure out what works best for you. I have a bookkeeper and an accountant, but I only need to use the accountant once a year.

## **:: Implementation**

Once I'd had a conversation with my accountant, it was fairly easy to implement the changes. It's important to note that I spoke to an accountant after I'd been freelancing for 12 months. I'd recommend you don't wait that long...

Once we'd worked out what my average monthly income was, we implemented tax requirements and I opted to pay monthly. I didn't want to be landed with a massive tax bill come tax time!

My accountant was also the person that recommended I get a bookkeeper to look after my accounts. It's not my strong point and I'm definitely not passionate about numbers, so this made complete sense.

I use [Freshbooks](#) and my bookkeeper has access to this. She keeps track of income and loads all the expenses in, assigning them to categories so that when tax time comes around, my accountant can then offset these against any tax I've paid or need to pay.

So far, I've managed to get a tax rebate each year. I love my accountant!

Whatever you decide to do, make sure you implement

something that works for you and your business. You don't have to have anything fancy initially, but you do need to ensure you've got the following covered:

- Registered business name for tax purposes (depending on your country and business setup)
- A way to track your income and expenses
- Tax—how much and when does it need to be paid?

Really, that's about it. If you do decide to head down the limited liability company route, you WILL need an accountant and potentially a company specialist to help you get set up. Complete your own due diligence before working with anyone to make sure they're reputable.

Turn the page to complete this section's action steps.

## **:: Section 2—Action Steps**

Follow these steps before moving onto the next section:

1. Choose a business setup based on your own needs.
2. Seek advice from an accountant.
3. Implement your business setup!



## Section 3: Budgeting 101

Wow. Just wow. This is how crazy my outlook was on budgeting when I started out freelancing. In a [recent blog post](#), I talked about how money and I just didn't see eye to eye ... and that ultimately lead to a bit of a sticky financial predicament for me.

Without going into major (and VERY personal) details, I had gotten myself into a bit of a financial hell hole, and part of the reason for starting my freelancing business was to get myself out of that hole, and fast.

Which is why, when it comes to budgeting for your freelance business, you need to take into consideration your own personal lifestyle.

This is even more the case if you opt for a sole trader/ proprietor type of business setup. It can be difficult to distinguish where your business starts and your personal expenses end. Get this right from the start, and you'll save yourself a lot of stress and worry.

### **:: Budgeting for Your Business**

When you first start your freelancing business, if

you're not used to tracking income and expenses in your "normal" day job, then budgeting for your own business can be tricky.

If you're like me, and numbers are not your thing, then it can be even trickier.

To avoid making some major mistakes, here's what I recommend you do to set up the budgeting side of your business the right way:

**Step 1:** Choose a program to track your income and expenses. You can use a cloud-based program like Freshbooks, [Nutcache](#) or [YNAB](#), or you can opt to go with a simple spreadsheet. I used Google Docs initially to track my income and expenses. You can access a copy of the income and expenses spreadsheet I used [here](#).

**Step 2:** Sit down and write out what your fixed monthly business expenses are. This could include things like:

- Internet
- Subscription to services like Dropbox and Google Drive
- Banking fees (if any)



- **Bookkeeper fees**

**Step 3:** Keep a running tally of other expenses for the month. You just need to make a note of when you purchase something that is business related. This could be in a Google Docs spreadsheet or an Evernote notebook. At the end of the month, hand it to your Bookkeeper to input into your spreadsheet or cloud-based accounting program.

If you do this every time you make a business purchase, it will be much easier than trying to figure it out at the end of the month!

**Step 4:** Work out how you will invoice your clients. This is why I opted to use Freshbooks—it allows me to invoice clients directly and they can pay me via Paypal using a credit card or their bank account. Paypal handles the entire transaction. This is perfect if you're dealing with clients overseas.

[Paypal](#) also has the ability to generate invoices for you. This is what I used when I first started out. You can upload a logo for your business and make it look professional. Just make sure you choose the right currency, otherwise you might be charged some additional fees by Paypal. Make sure you know what those

are so you can incorporate them into your overall fees.

Read up on Paypal fees for your particular country. You can find them there: [https://www.paypal.com/nz/cgi-bin/webscr?cmd=\\_display-receiving-fees-outside](https://www.paypal.com/nz/cgi-bin/webscr?cmd=_display-receiving-fees-outside). This should redirect to your own country's information.

**Step 5:** Make sure that your business registration number is prominently displayed on any invoices you do send out to clients. This is for both local and international clients. Freshbooks allows you to add this in when you set up your account and Paypal also does the same—some clients may choose not to work with you if you don't display this information.

**Step 6:** Decide whether you'll utilize a bookkeeper or not. If you do choose to work with one, make sure you have a streamlined process in place on how you'll manage this together. Below is a brief outline of how things work with my bookkeeper:

1. Lise enters daily business expenses into Google Docs spreadsheet.
2. Lise downloads Paypal statement at the end of each month (typically on the 1st of the following month).
3. Bookkeeper reviews Google Doc's spreadsheet

and Paypal Statement against recurring expenses in Freshbooks.

4. Any expenses not accounted for are entered into Freshbooks by Bookkeeper.
5. Bookkeeper provides Lise with a copy of the previous month's income and expenses report for review.

This process works really well, provided each person follows the steps as laid out. I also find that recording quick screenshots of how to do things like using Freshbooks really helps my bookkeeper know EXACTLY what I want and how I want it recorded. The program I use for doing this is called '[screencast-o-matic](#)' and it's free or \$15 (for the pro) a year to access it. It's simple and you can upload directly to YouTube or just save as an .mp4 to your computer.

I like to keep things simple.

Whatever you decide to do, just make sure you have a way of tracking your income and expenses so that when tax time rolls around, you're prepared. There is nothing worse than scrambling around trying to figure out a year's worth of income and expenses in a short period of time...

## **:: Budgeting for You**

This is an area that I've always struggled with. As I mentioned, money and I have not always gotten along and numbers and I are even worse. Maths was definitely not my strong point in school.

When you start freelancing, it can be hard to figure out what to pay yourself. You're going from a steady paycheck each month to a huge unknown.

Depending on your own personal circumstances and relationship with money, budgeting might be easy for you and you'll breeze through this section with no issues. But just in case you need some help, here's some ideas to help you stay afloat when you first start freelancing, particularly once you go full-time.

**Step 1:** Review your personal budget. If you have no idea what you spend on a month to month basis, stop ALL personal spending for a month until you can figure out what your regular necessity amounts are. Think things like:

- Gas money
- Groceries for a week
- Power

- Insurance
- Rent/mortgage repayments

**Step 2:** Once you've got a handle on what your living expenses are, then you can work out a personal spending amount. Before you go crazy on the money that's left over, you need to review your income from your business.

Then you need to check your business expenses. Once you've got all of that information, you can then work out a monthly figure that allows you to have a personal spending amount. Be very cautious about giving yourself too much in the beginning ... there are a few more things you need to think about before you go allotting yourself hundreds of dollars in spending.

**Step 3:** Before you give yourself all that extra cash to spend, think about reducing your debt first. If you have a credit card, look to make an extra \$50-\$100 per month in repayments. You want to keep your personal bad debt at a minimum.

What's bad debt? Bad debt is where the investment does not provide a return, i.e., it actually costs you money.

For example, a credit card or personal loan is a form of bad debt. A home loan is a form of good debt because you are building an asset with a home.

Try to get rid of your bad debt before you go full-time as a freelancer. Or you could be like me and just dive straight in and deal with everything all at once ... not my recommended way of leading a stress free lifestyle though!

**Step 4:** Identify ways you can save money. When you first go full-time as a freelancer, you want to save as much money as you can. Once you've been doing this for a period of six months or more, you'll have a much better idea of what your average monthly income is and can then adjust accordingly.

Do things like unplugging things from the wall when not in use to reduce your power bill. Use coupons to reduce your grocery bill. Walk instead of taking the car.

Saving money in the beginning is key to ensuring you don't come up short each month.

**Step 5:** Once you've done all of this, don't forget to set aside money for investing into your business. This money is for those business expenses that aren't recur-

ring. It can be difficult to know how much money you'll need, which is why, when it comes to personal spending, this might become one and the same thing initially.

I love investing in my business, because the things I choose to spend the money on include new tools, educational courses, and books, and these are things I love to spend money on.

But, I also love to get a regular manicure and pedicure and, if you haven't already figured out, I love shoes!

So for me, I've made the conscious choice to put business expenses first. But I've budgeted a regular manicure and pedicure into my overall budget and that keeps me happy too.

Work out what keeps you happy and find that medium balance between what you want and what you want in your business. This will stop you from spending all your spare money on unnecessary things and missing out on items essential to your businesses growth.

Remember, once you go full-time as a freelancer, you're a business owner, and this requires a slightly different mindset. You're in charge of your life now; how it pans out is entirely up to you.

Turn the page to follow the action steps you need to take to ensure your budgeting is set up the right way.



## :: Section 3—Action Steps

Follow these steps before moving onto the next section:

1. Choose a program to track your income and expenses or use the Google Docs spreadsheets I've provided.
2. Work out what your fixed business expenses are.
3. Work out your expense tracking process.
4. Decide whether you're hiring a bookkeeper or not.
5. Work out what your personal necessity spending habits are.
6. Figure out ways to reduce spending.
7. Pay off bad debt.
8. Figure out what you'll invest in business versus personal spending.
9. Implement!



## Section 4: Freelancers & Taxes

Argh! The dreaded taxes...

I know, this is NOT a 'sexy' topic to talk about, and it's definitely one I buried my head in the sand about for a loooong time, but if you wanna save yourself the stress and anxiety that goes along with not paying your taxes, then you need to take your head out of the sand and read this information.

The tax you pay will largely depend on your business setup and the country your business resides in. This is a very clear differentiation. If you have set up your business in your home country but are traveling, you still need to pay tax back home. This is why you need to speak to a professional if you're going to be doing anything outside the "norm."

### **:: Freelancing Part-Time**

If you're still working a full-time job and freelancing on the side, there isn't a lot you need to do other than report the income on your normal personal tax return and claim business expenses.

It's when you go full-time that things change. So make sure that, when the time comes, you implement the following recommendations, and remember that you **MUST** complete your own due diligence and seek professional advice before making any major decisions.

## **:: Freelancing Full-Time**

Once you step into full-time freelancing, you need to set up and establish your business. Whether that's as a sole trader/proprietor or forming a limited liability company, that's up to you.

Whichever path you go down, there are tax advantages and disadvantages associated with each. You need to fully understand what these are as they relate to your country as well.

Below is a brief look at the two recommendations I suggested back in Section 2: Choosing a Business Type.

This information is generic. You'll need to confirm full details with the tax office of the country you reside in.

### **Sole Trader/Proprietor**

As we've already discussed, there is no protection against personal liability that you may incur through

your business. Your exposure increases when you go full-time as a freelancer, so it's important to consider this aspect.

From a tax perspective though, this business setup is more streamlined and flexible. You don't need to file any special tax returns. You still file a personal tax return and you can claim business expenses to offset the tax you'll need to pay.

It is by far the easiest business setup, both from implementation and tax purposes.

### **Limited Liability Corporation/Company**

This type of business setup provides you with protection against personal liability. You're completely protected from creditors associated with your business.

From a tax perspective (depending on how your corporation is set up), you can avoid having to pay both personal and business tax on your freelancing income. You could report all income and expenses you receive from the corporation on your personal tax return as the business operator rather than having to submit two tax returns.

This largely depends on whether you set up a single

member LLC or whether you bring in shareholders. Again, depending on your country tax requirements, this is a viable option if you're looking to separate your business and personal assets.

Taking it one step further, if you reside in the USA, you also have the option of setting up an S Corporation. This could be viable for you if you are looking to scale your business and bring on employees in a full-time capacity.

If you go the S Corporation route, the tax implications are greater and you'll need to submit both a personal and business tax return.

For ease and minimal paperwork, remaining a sole trader/proprietor is the obvious option. But if you want to ensure a greater level of protection, then an LLC is a good option too.

Once you've determined which business is going to be best for you and you've got your tax obligations sorted, it's time to make a decision regarding business administration.

## **:: Bookkeeper vs Accountant**

You might be thinking you can save yourself some money by not working with anyone when it comes to tracking your business income and expenses ... but don't make the same mistake I did!

Put your business hat on. Think about what makes you the most amount of money and then delegate the rest.

Tracking your income and expenses doesn't make you the most amount of money, so why would you waste time doing it?

I know it can be daunting handing over the reigns to someone else, but once you've got some processes in place, it shouldn't be an issue to do this.

Once I actually sat down and planned out how I could hand over this stuff without giving someone access to my bank accounts or Paypal account, I was kicking myself for not doing it sooner!

As a sole trader/proprietor, a bookkeeper is all you need with the exception of tax time. You'll need to work with an accountant to make sure that they get you the best tax reduction possible.

If you're going the company/corporation route, then

you'll probably need to work with an accountant on a monthly basis. There is an added level of business stuff that your average bookkeeper won't be able to provide to you.

Now, before any bookkeepers reading this get their backs up, if you're qualified or have the experience, fantastic. I'm talking about those that don't have the right qualifications but say that they do...

This is where it comes down to completing due diligence. And it's probably best to work with someone at a local level if you're going the company/corporation route, unless the person you're looking at working with can verify their credentials.

Seeking professional and legal advice is your number one solution if you're just overwhelmed by all of this stuff. There can be a lot of things to cover and when it comes to tax time, reporting company information is a must. This is why I'd rather pay professionals to look after this for me.

Always review what they do for you though. You should know enough to be able to spot where someone isn't legit. Trust your instincts on this.



The bottom line: make a choice. Decide how your business will be set up and then implement it. Find the people you need to work with to make it happen and then **MAKE IT HAPPEN!**

On the next page are the action steps for this section. Don't skip over them, make sure you're taking action, otherwise you're putting yourself and potentially your family at risk.



## **:: Section 4—Action Steps**

Follow these steps before moving onto the next section:

1. Decide on your business type.
2. Figure out what tax obligations you need to meet.
3. Decide whether you're going to hire a bookkeeper and accountant to help.
4. Implement!



## **Section 5: Structuring Your Business**

In this section I want to cover how to structure your business and I want to explain what I mean by that.

Once you've figured out what your business setup is going to be and you've got all your tax obligations sorted and business tracking down pat, you need to structure your business in a way that allows you to function at optimal levels.

One of the things I found super helpful when I switched from part-time to full-time freelancing was writing out an action plan for my business. You can't know where you're going without some kind of plan. Just like you wouldn't jump in the car without a destination (unless you're my husband...!), why would you start your business without some type of action plan in place?

That's something we're going to discuss in this section.

We're also going to discuss how to manage your day to day business as well as how to master your schedule.

Turn the page to learn more about setting up an action plan for your business.

## Freelancing Action Plan

Let's get serious for a moment. Why did you start your freelancing business? Was it for the same reason as mine, to earn some extra money to get out of debt? Was it to get out of your dead-end job and do something you love?

While these were your initial driving factors for starting a freelancing business, what factors are now driving you to go full-time? And what's going to keep you motivated to stay full-time?

I'll be honest with you right now; it takes a special kind of person to stick with freelancing. It's not for the faint-hearted. You need lots of "gumption" (I've always wanted to use that word in a sentence after watching the movie, *The Holiday*) and fortitude (guts), to know where you're going and sticking with it, no matter what.

The following are just some of the attributes that make a freelancer successful:

- Positive outlook—think "glass half full."
- Motivated—if you can't self-motivate, freelanc-

ing full-time will be difficult and probably not sustainable.

- Problem solver—you need to be able to think quickly on your feet and figure out ways to do things differently.
- Technologically sound—you need to know your way around a computer.
- Honest—able to tell a client honestly what you think of something when they ask for your opinion.
- Punctual—you can NEVER miss a deadline without a bloody good reason!
- Organized—you need to keep your life in order.
- Personality!—the ability to have some fun...

Still here? The last thing that makes really successful freelancers knock it out of the ballpark is the ability to NEVER give up. To follow through, to stick with things when the going gets tough...

Ok, enough of the sermon already, right?!

Let's talk action plans.

## **:: Action Plan/Roadmap**

This is actually a fun exercise and you can do it in a



number of different ways. My preference is to do it as a mind map, old school, with pen and paper. [Evernote](#) is also another great option to record your action plan. I use a combination, mind map with pen and paper and then scan into Evernote to annotate later!

Use what works for you. The point is to just get something down.

### **Follow This Process**

**Step 1:** List all your goals for your freelancing business. Start with short-term, realistic goals and then also write down your 1, 3, and 5 year goals.

Some of these goals might include:

- Getting a specific number of clients each month
- Increasing your rate
- Working with other freelancers in joint ventures
- Saving money to travel

When you write these goals down, be really specific. Add a deadline to them as well, so that they are actionable.

With your longer term goals, add a deadline too and then reverse engineer them and work backwards,

creating smaller goals to support them. Which leads to step 2.

**Step 2:** Turn these goals into actionable steps. So, like you did with the long term goals, take your shorter term goals and work backwards. Outline all the steps you'll need to take to reach that goal and by that deadline.

By breaking these into smaller, actionable steps, you'll have a higher chance of actually achieving them.

If you use a tool like [Todoist](#) or [Wunderlist](#), add these smaller, actionable steps to them to ensure that you are tracking them and that you get reminders as well.

**Step 3:** Identify areas where you're going to need help. This could be around things like hiring a bookkeeper to manage your books, working with a VA to keep on top of your clients, or looking to expand your reach by outsourcing some of your work to others in your field.

**Step 4:** Once you've got this all down in one spot, add them to your calendar and set up all the steps you need to take to make these things happen. Review this 'roadmap' every 6-12 months to ensure you're on track or to adjust as needed.

None of this is set in stone, so if you find that something isn't working, stop, review, and adjust.

## Day-to-Day Operations

Remember how I said you need to be organized to be a successful freelancer? Well, here's where the rubber meets the road...

I know not everyone likes to have a clean desk or a place for everything to go, which is totally fine. I'm not talking about that. I'm talking about making sure that your day-to-day operations run smoothly and that you're not chasing your tail every day.

Managing a freelancing business can be a massive time-suck if you don't have some key strategies in place to help.

Your focus should always be on doing the actual thing you're meant to be doing that makes you money, not worrying about operational business stuff.

Let's look at the different areas and what you can do to minimize your involvement in them on a day-to-day level.

### **:: Administration**

Think anything that takes you away from doing your

actual tasks. When I first started, I tried to do everything. From issuing invoices, following up with writers, setting up reminders, etc.

The day-to-day stuff can really bog you down. Don't let it. The minute that this stuff starts to encroach on your business-making capabilities, you need to get some help.

I hired my VA eight months after I went full-time. It was scary. I had never had to hire someone before and if this is you, I know you'll be thinking how scary it is too.

Here's the steps I took to get a VA:

**Step 1:** Before you even contemplate hiring someone, first you need to figure out what you're going to get them to do! This is where a few new freelancers fall flat, not clearly identifying what they want their VA to do.

Here's a list of some of the ideas I jotted down before I started the process of actually looking for a VA:

- sourcing images for blog posts (mainly creative commons)

- developing topic ideas for blog posts
- researching ideas for blog posts
- Wordpress blog help (uploading images, posting blog posts, etc.)
- creating image quotes for sharing on social media channels
- writing small blurbs (think tweets, Facebook posts, etc.)
- editing articles and blog posts

By jotting ideas down, it allowed me to come up with even more. Think about the things you do on a daily basis that detract from the thing you're good at, i.e., your freelancing skill.

**Step 2:** Once you've got that list, work out what your top five priorities are in terms of what you wanna get off your plate first. Trying to outsource everything at once will only make you crazy...

From there, you want to create the process of how you want that done, often referred to as an SOP (statement of process).

I use [www.sweetprocess.com](http://www.sweetprocess.com) to do this, because it creates an automatic checklist and allows me to add images and videos to steps as needed.

But you don't need to use this if you don't want (there is a fee involved). You can simply create Google Docs instead, or checklists in Evernote. Whatever works best for you.

The best way to create an SOP is to write down every single step you take to complete that task. For example, say you're a freelance writer and you want your VA to source creative commons images for you, for your blog and your client blogs each month.

Here's how this SOP might look:

1. Review the list of blog posts for [www.yourblog.com](http://www.yourblog.com) and [www.yourclientblog.com](http://www.yourclientblog.com) for the month of March.
2. Refer to the image guidelines for my blog and the client blog [*Side Note: this will be another SOP*].
3. Using the image website resource list, locate suitable images for each blog post.
4. Download the medium-sized version of each image.
5. Rename each image using these naming conventions: "blogtitleblogpostdate"—this would look something like this: "10-ways-to-find-clients-03-09-15."

6. Save each of the images into the relevant image folder (by month) for that blog.
7. Notify Lise once this task is complete by updating Trello. Simply move the Trello task to "completed."

This is a fairly simple SOP. If you need your VA to do things like upload blog posts to Wordpress or create social media posts, this will require a much more detailed SOP.

This is why I recommend only starting with five. It can be an absolute brain drain writing SOPs!

I also use Screencast-o-Matic to record the actions I take, as I find this far easier than sitting for hours on end writing out SOPs. In fact, a new thing I now do is record the video and then have my VA transcribe it and create the SOP instead!

**Step 3:** Start the search for your VA. I am a huge proponent of oDesk when it comes to VAs. The VA I now have is from oDesk. She lives in the Philippines and she is brilliant.

To be able to post a job on oDesk, you'll need to set up a client profile. You can do that by choosing the option



of finding a freelancer rather than looking for a job. Set up the information they require, including your payment information, and then you can post your job details.

Try and be as thorough as possible in your job description, without giving too much information about your clients if you're going to be getting them do some of your client work as well.

Set payment terms (I'd recommend an hourly rate for this type of project) and then how long you'd like the ad to run. I set mine to run for three days, because I didn't want to sift through thousands of applications.

Once you've posted the ad, you'll receive email updates when new applications are received. Work out how you're going to short list them.

My criteria for short listing was:

1. Must have at least a 4+ start rating
2. Must have at least a 4+ rating for English
3. Must have been recently active on oDesk
4. Hourly rate maximum of \$10

Short list each day, otherwise you'll have too many to

go through. You want to get your short list down to five candidates.

Once you've got to that point, you need to start the interview process. I'd recommend having them answer a few questions.

I like to pose a couple of different scenarios to them and ask what their response would be. Figure out what these would be for you and your business.

Once you've done that, you should also arrange to chat to them via a voice Skype call. Not a video call, unless that's what you want.

It was important to me to speak to each person because I wanted to make sure that they were a real person and that their English was good.

Once you've found the right person, go ahead and hire them and then commence the outsourcing of your tasks!

## **:: Business Tracking**

Just as with your day-to-day tasks, tracking your income and expenses has to be done. If you haven't al-

ready, now is the time to hire a bookkeeper! You can use oDesk or Elance for this, or opt to find someone locally.

Just make sure they can work with whatever system you're using, such as Freshbooks or Nutcache.

If you have a website, you should also be tracking your site visits, conversions, etc. If you're like me and find Google Analytics completely confusing, like reading a completely foreign language, then outsourcing this aspect of your business is also a good idea.

This could be something your VA does, or it could be something that you pay someone else to provide you information with.

Whatever it is that matters to you with regard to business tracking, and it's not something you can easily do, outsource it. It's that simple.

## **:: Meetings**

Time suck alert! Client meetings are one of the worst things about freelancing ... unless you train them properly!

I've now trained all my clients to email me with their queries. The only time we should ever need to meet is if we can't work things out via email, and if we do have to "meet," then it's a 15 minute Skype call. I didn't quit my day job to be stuck in mindless meetings and I'm sure you feel the same.

Use a project management system and add your clients to it so they can keep track of where you're at and ask questions. [Trello](#) is my fav, but there are other options such as [Basecamp](#) and [Planscope](#). Use what works best for you and your clients.

Once you get rid of some mindless, repetitive tasks, you're free to focus on other things, like client work, investing in your business, and investing in yourself. Use it wisely...

## Mastering Your Schedule

If you've been reading the *OFS Guide Series*, you'll know how important it is to maintain some type of working schedule.

You've just worked out your action plan, you've gotten rid of some tasks to a VA, and now you need to manage your time effectively.

I know that strict schedule's aren't for everyone, which is why I really love the combinations and variations I found in the book, [\*The Productive Person\*](#). Written by two of my now close and personal friends, Chandler Bolt and James Roper, it provides you with 4 core schedule options, with a number of variations to suit even the most schedule-hating type of person.

Here's a quick run down on those 4 core options:

1. Mind & Body Refresh
2. Night Crank
3. Mash Marathon
4. Afternoons Off

When I first started freelancing, I found it a little hard to stay on task. And I consistently felt like all I was

doing was working.

Yes, I had time back to myself, and yes, I had the flexibility to work when I wanted to, but in order to meet client deadlines, that often meant working some long hours, much longer than what I used to work in my old day job.

Not cool.

I tried a number of different schedules and until I read this book, I didn't realize how crazy it was of me to try and fit my life into my old day-job routine.

To say I reached an epiphany is an understatement!

Here's the basic premise of each of these schedules. See if you can figure out which one is the one I'm using the most:

### **Mind & Body Refresh**

This schedule is split into 2 core working blocks and some great free-time ideas.

Here's how a typical M&BR day would look:

11:30pm-7:0 0am	7.5 hrs	6-9 hours of sleep
7:00am-8:00 am	1 hr	Morning routine (shower, brekkie, exercise etc)
8:00am-11:0 0am	3 hrs	Morning action block (work)
11:00am-2:0 0pm	3 hrs	Mind & Body Refresh + Lunch
2:00pm-5:00 pm	3 hrs	Afternoon action block (work)
5:00pm-10:0 0pm	5 hrs	Free time

## Night Crank

This schedule is for the night owls.

Here's how this might look for a typical NC:

6:00am-3:30 pm	9.5 hrs	Free time
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3:30pm-4:00 pm	.5 hrs	Review top 3 priorities and make a plan
4:00pm-8:00 pm	4 hrs	Afternoon action block (work)
8:00pm-9:00 pm	1 hr	Quick dinner and shower
9:00pm-1:00 am	4 hrs	Night crank block + Exercise
1:00am-7:00a m	6 hrs	Sleep

### **Mash Marathon**

This schedule might be best suited for when you have a ton of stuff to get done! I wouldn't recommend trying to do this every day...

Here's how this might look in a typical MM day:

11:30pm-7:0 0am	7.5 hrs	6-9 hours of sleep
7:00am-8:00 am	1 hr	Morning routine



8:00am-9:00 am	1 hr	Morning power hour
9:00am-12:1 5pm	3.25 hrs	Morning action block (work)
12:15pm-1:0 0pm	.75 hr	Lunch
1:00pm-5:00 pm	4 hrs	Afternoon action block (work)
5:00pm-7:00 pm	2 hrs	Power nap, dinner and show- er
7:00pm-11:3 0pm	3.5 hrs	Mini night crank block (work)

## **Afternoons Off**

This is one of my favs and one I like to do once a week.

Here's how a typical AO rolls out:

12:00am-6:0 0am	6 hrs	Sleep
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6:00am-6:45 am	.75 hr	Morning routine
6:45am-8:00 am	1.25 hrs	Morning power hour
8:00am-12:0 0pm	4 hrs	Uninterrupted action block (work)
12:00pm-1:0 0pm	1 hr	Email and low priority to- do's
1:00pm-2:00 pm	1 hr	Networking lunch
2:00pm-7:00 pm	5 hrs	Fun and adventure
7:00pm-12:0 0am	5 hrs	Relax, dinner and evening planning

If you haven't already guessed, I use a slightly abbreviated Mind & Body Refresh schedule. Every Friday, I also use the Afternoons Off schedule.

By implementing these schedules, I now feel like I have a balance back to my life and I actually get a lot more

work done in shorter blocks of time.

When I'm in the middle of writing a book, I might switch to a Night Crank or Mash Marathon, but typically, the M&BR is my go-to schedule.

How I make this work for me is that using the action blocks, I schedule my client work into those times. During my three hours of mind & body refresh, I'll write or work on creative projects.

Free time forces me to take a much needed break and reconnect with my hubby and see how his day went. And then, if I'm pulled back to it, I'll write some more.

By allowing myself to have this time off in the middle of the day, I find myself more energized and ready to take on whatever I've got planned for the afternoon. It's about finding something that works for you.

I take it one step further and use [Todoist](#) to keep track of everything that needs doing. All the projects that I'm working on in [Trello](#) also have their own project in Todoist. I assign tasks there and assign labels, like "Afternoon Action Block" or "Morning Action Block" so I can quickly see what I'm working on and when. I also have a label called "Client Work" so that I can see how

much client work in terms of hours I've got laid out for the day or week.

It is my fav to-do tool and if you aren't using something like this, do yourself a favor and check it out, you won't regret it. Even if you aren't a scheduler, using something like Todoist will help you at least keep track of your client work.

Because let me tell you, there is nothing worse than missing a client's deadline and realizing you have no one else to blame but yourself ... there's no manager or co-worker to pass the buck too, it's all on YOU now.

There is a whole process and theory behind how Chandler and James came up with these schedules, plus some pretty awesome productivity hacks, so I highly recommend you [check out their book](#). For the price of less than a cup of coffee, you could be enjoying your life again, just like I am.

# What's Next?

Congratulations. You've made it through to the end of the book. You should be well and truly up to speed on the type of business setup you want and how to budget and manage your taxes. You should also have an idea of how to make your business work FOR you, not against you.

To make sure that you don't miss a thing, below are the action steps from the first four sections, because if you haven't been doing them along the way, you need to do them NOW!

## **:: Checklist Action Steps**

### **Section 1—Action Steps**

1. Review your country's business setups.
2. Review tax requirements for where you reside.
3. Complete due diligence by referring to your country's tax website for more details about each business type.
4. Seek legal advice BEFORE taking further steps.

### **Section 2—Action Steps**

1. Choose a business setup based on your own

needs.

2. Seek advice from an accountant.
3. Implement your business setup!

### **Section 3—Action Steps**

1. Choose a program to track your income and expenses or use the Google Docs spreadsheets I've provided.
2. Work out what your fixed business expenses are.
3. Work out your expense tracking process.
4. Decide whether you're hiring a bookkeeper or not.
5. Work out what your personal necessity spending habits are.
6. Figure out ways to reduce spending.
7. Pay off bad debt.
8. Figure out what you'll invest in business versus personal spending.
9. Implement!

### **Section 4—Action Steps**

1. Decide on your business type.
2. Figure out what tax obligations you need to meet.
3. Decide whether you're going to hire a bookkeeper and accountant to help.

## 4. Implement!

I can't tell you this enough—take action. Review the first two sections and choose a business setup. Complete your own due diligence and hire a bookkeeper. Know what your tax obligations are and work with an accountant to make sure you're paying them in the most effective way you can and that fits in with your budget.

But most of all, remember why you're doing this. Why you've started a freelancing business and what's your action plan moving forward. This should include how you plan to manage and structure your business too.

\*\*\*

This book is part of a series, so if you haven't read the first three books, you should check them out, as they all connect together to form a massive freelancing resource:

- Book 1: [Outsourced Freelancing Success: Start a Successful Freelancing Business and Make Your First Dollar Online!](#)
- Book 2: [Outsourced Freelancing Success: How to Set Freelancing Rates and Get Paid What You're](#)

Worth!

- **Book 3: [Outsourced Freelancing Success: How to Protect Your Business With Client Contracts That Work!](#)**



# Resources and Tools

Welcome to the resources and tools page. You'll find a list of all the resources and tools mentioned throughout the book, plus more to help you navigate your way through setting up your business the right way and structuring and managing it towards success.

You can find these as a downloadable PDF by clicking [here](#).

## :: Country Specific Business Setup Information

- United States of America: [www.sba.gov](http://www.sba.gov)
- Canada: [www.canadabusiness.ca](http://www.canadabusiness.ca)
- United Kingdom: <https://www.gov.uk/business-legal-structures/overview>
- Australia: [www.business.gov.au](http://www.business.gov.au)
- South Africa: [www.southafrica.smetoolkit.org](http://www.southafrica.smetoolkit.org)

## :: General Websites Mentioned in the Book

- [Outsourced Freelancing Success](#)
- [Location Rebel](#)

- [ODesk](#)
- [Elance](#)
- [Freshbooks](#)
- [Nutcache](#)
- [You Need A Budget](#) (YNAB)
- [Paypal](#)
- [Screencast-o-Matic](#)
- [Evernote](#)
- [Todoist](#)
- [Wunderlist](#)
- [SweetProcess](#)
- [Trello](#)
- [Basecamp](#)
- [Planscope](#)
- [The Productive Person](#)

## :: Checklist Action Steps

### **Section 1—Action Steps**

1. Review your country's business setups.
2. Review tax requirements for where you reside.
3. Complete due diligence by referring to your country's tax website for more details about each business type.
4. Seek legal advice BEFORE taking further steps.

## **Section 2—Action Steps**

1. Choose a business setup based on your own needs.
2. Seek advice from an accountant.
3. Implement your business setup!

## **Section 3—Action Steps**

1. Choose a program to track your income and expenses or use the Google Docs spreadsheets I've provided.
2. Work out what your fixed business expenses are.
3. Work out your expense tracking process.
4. Decide whether you're hiring a bookkeeper or not.
5. Work out what your personal necessity spending habits are.
6. Figure out ways to reduce spending.
7. Pay off bad debt.
8. Figure out what you'll invest in business versus personal spending.
9. Implement!

## **Section 4—Action Steps**

1. Decide on your business type.
2. Figure out what tax obligations you need to meet.

3. Decide whether you're going to hire a bookkeeper and accountant to help.
4. Implement!

## :: Further Resources

- [Freelancers Union](#) Community
- [Precept Law](#)
- [Small Business Association](#) (USA)
- [Mashable Article](#) on mistakes to avoid when choosing a freelancing business type
- [Creative Boom article](#) for UK based freelancers
- [SMH Small Business section](#) (Australia)
- [Kashoo](#) (Canada)
- [Entrepreneur Mag](#) (South Africa)
- [oDesk Budgeting Tips](#)
- [Bookkeeping Tips for DIY Freelancers](#)
- [Forbes Article](#) on how to manage irregular income
- [5 Lessons Learned from Starting a Freelance Business](#)
- [Elance and getting started](#)



Lise is a best selling author, blogger and sometimes-social media consultant and a self-confessed shoe fanatic, actually she's obsessed. Just ask her husband!

She has been looking for the magic in life since she was first exposed to positive, happy thoughts at the tender age of one - thanks Mum and Dad!

Lise can regularly be found at local cafes, NOT drinking coffee, but the more sophisticated and magical beverage that is a *Chai Latte*. She's also a bit of a baller, building her self-publishing empire at a crazy rate (think 7 books in 7 weeks!).

If you're looking to connect with Lise, you can stalk her on:

Facebook: <https://www.facebook.com/BooksbyLise>

Twitter: <http://www.twitter.com/Lisecnz>

Email: [lise@outsourcedfreelancingsuccess.com](mailto:lise@outsourcedfreelancingsuccess.com)

Her online home is located at [OutsourcedFreelancingSuccess.com](http://OutsourcedFreelancingSuccess.com).

## Can you help?



Can you help? If you liked this book and it was helpful to you, could you PRETTY PLEASE leave a review on Amazon? Simply visit: <http://www.outsourcedfreelancingsuccess.com/OFSbook4review> to leave your review.

Reviews are really important to the success of a book—so if you like (or don't like!) what you've read, PLEASE take 2 minutes to leave your honest review—I really appreciate it.





## **:: Other Books by Lise Cartwright**

### **OFS Guide Series**

- Book 1: [Outsourced Freelancing Success: Start a Successful Freelancing Business and Make Your First Dollar Online!](#)
- Book 2: [Outsourced Freelancing Success: How to Set Freelancing Rates and Get Paid What You're Worth!](#)
- Book 3: [Outsourced Freelancing Success: How to Use Client Contracts to Protect Your Freelancing Business](#)
- **Book 4: [OFS Guide to Setting Up and Structuring your Freelancing Business the Right Way](#)**
- Book 5: [OFS Guide to Finding Clients Fast - The Top 57 Freelancing Job Sites for Finding High Paying Clients Now](#) *(Release Date: 17 February 2015)*
- Book 6: [101 Tools and Apps to Help Run Your Successful Freelancing Business](#) *(Release Date: 24 February 2015)*
- Book 7: [18 Ways to Grow Your Freelancing Business in 30 Days or Less](#) *(Release Date: 28 February 2015)*

### **No Gym Needed Series**

- Book 1: [No Gym Needed: Quick & Simple Workouts for Gals on the Go](#)
- Book 2: [No Gym Needed: Quick & Simple Workouts for Busy Guys](#)

If you're not a fan of the gym and like to get your exercise done in 30 minutes or less - these books are right up your alley!

### **Side Hustle Series**

- Book 1: [Side Hustle Blueprint: How to Make an Extra \\$1000 in 30 Days Without Leaving Your Day Job](#)
- Book 2: [Side Hustle Blueprint: How to Make an Extra \\$1000 per month Writing eBooks!](#)

### **oDesk Guides**

- [The Definitive Guide to Getting Freelance Writing Work on oDesk](#)
- [How to 'Pimp' Your oDesk Profile](#)

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