

How To Live Your New Year Like A Boss



Freelancers Invest In a Lot of Hats



Communication Wizard



Lead Builder



Company Representative



Time Keeper

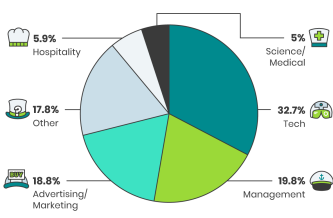


Creative Genius



Risk Taker

Freelancer Key By Industry



Feast vs. Famine

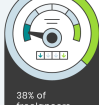
How to keep work coming in



Maintain a personal brand to position yourself as a thought leader in your industry and **pitch yourself to your network** when the time is right.



Join industry groups and collect references to find relevant and quality work. Social media, online groups and associations are a great place to start.



38% of freelancers are frustrated by insufficient work



32% of freelancers think they're falling behind on

Build Your Network

How to make and nurture contacts



Set a goal to **reach out to 1 contact a week** to maintain existing relationships. Have a conversation, invite them to lunch or offer your help on a project.



Lead trainings, attend conferences, and **share your expertise on social media** to build your authority in the industry.

Plan Your Finances

How to manage financial stress



Create a budget for your busy and slow seasons. Invest a set amount of your paychecks into an account for a safety net in slow seasons.



Diversify your investments across multiple accounts by goal to organize your finances among personal and business incentives.



34% of freelancers think their work is subpar



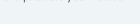
49% of freelancers are planning for the long-term

Invest In Your Future

How to preserve your financial and medical well-being



Enroll in medical coverage through the individual Health Insurance Marketplace and prioritize your health.



Meet with a financial advisor to **create a diverse portfolio or retirement options** based on your personal goals.