





### From “skills-building” breakout group

We discussed that Freelance Business Week should address the broad skills needed to run a small business, including:

- Contracts
- Pricing
- Developing a scope of work
- Projects vs. hourly
- Client relations, particularly vetting clients
- Marketing
- Writing killer case studies
- When to work for free and when to decline (balancing shared risk)
- How to approach clients and onboarding processes
- For more seasoned freelancers, how do you pivot? How do you engage a new kind of client?
- Specializing vs. generalizing
- Pitching and identifying needs - how do you tell a client they HAVE a need they don't know about
- Question-asking/discovery process

- Making the break from the 9-5
- Session idea: brain share - analytic vs. creative - Get a panel of analytic brains to help a creative brain and vice versa