

**DIESEL LAWS
FLIC MANNING**



**HOW TO
BE A
FREELANCING
GENIUS**

UNPLUGGED

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Image is everything. Every day we are surrounded by thousands of advertisements, products and brands all vying for our attention. Most of the time, the marketing companies have huge budgets to work with and can pull the likes of A-list celebrities and public figures to endorse these companies and their services.

So how is the self-funded, start-off freelancer supposed to compete with that?

The answer: You don't have to.

With the right image, you can excel with as much work as you can poke a stick at. And if you're lucky – a whole tree!

How do we get an Image?

Well, it starts with a name. The name that you want to be spread around by word of mouth to everyone you know. This can be as simple as using your birth name (John Smith), adding your field to the end of your name (John Smith Designs) or creating an entirely original name (Jojo).

While choosing a good name may seem like an obvious step to take; it is often overlooked and if thought of it is decided on a whim, or worse, decided after you already have clients!

Your name is an extremely important asset in developing your image and creating continual return on investment as you are moving forward. An ideal name is memorable yet simple and interesting enough to share with another friend.

Let's have a look at two examples:

John Smith and Michael Smith start their freelance design business. John Smith names his business **John Smith Designs**. While it may be simple and describe his business quite well, it is not as memorable as it could be.

Michael Smith decides to name his freelance design business **Moonlite**. While it may be memorable and unique, it doesn't describe what he does as a freelancer.

Both of the above choices are up to the individuals and there is no clear winner, but they could potentially have very different outcomes in how their businesses are seen.

In deciding one of these paths, you really have to focus on your future and the impacts that name will have on your business as it develops. If you choose John Smith's path you

will have to think about the possibility that if you ever want to sell your company, trade under a different name, change your field and diversify or keep your business and personal life separate in name, that changes may need to be made. With Michael Smith's path you will have to consider how you will be associated with the name; how you will advertise what you offer and how to communicate on a personal level with that name.

Do yourself a favour and consider these thoughts before deciding on a name for your freelancing business.

The Web is a Wide World



The next step of your freelancing journey is to get a base camp for your operation. If it is your bedroom, lounge or home office, set it up in the way that inspires you to work to the best of your ability. If you have the ability to have an external office or rented space – then take it and make it yours!

From that point on, you will need to set yourself up for the Internet. Just as you would with a store front in the physical world, you need to have a place to call your 'home' on the Internet. Your clients and visitors will need a website to see your past work, bio, offers and contact details.

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Take the Competition Out of the Equation

At the cost of an Internet connection (free if you are using someone else's) you can have a completely professional online web presence. You can create free blogs, profiles on various social media websites and connect with users all around the world. Using the Internet in such a way, can take you from a basic freelancer to a professional competitor* in the online marketplace.

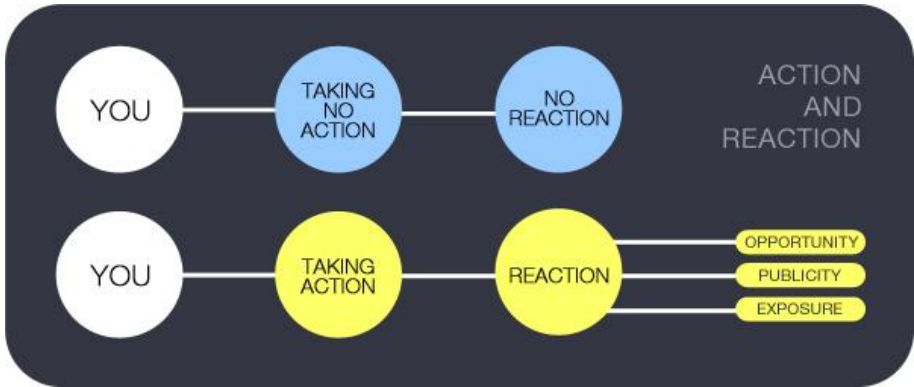
*But as I mentioned before, you don't have to compete.

Do a quick search in your field's freelance job offers and you will find an abundance of opportunities and also a lot of freelancers chasing after that same offer. It can be very overwhelming and intimidating as some of these freelancers may have a lot more experience, but don't let that bother you.

By creating your professional online presence mixed with the use of the 'never-ending' social media channels you will eventually have clients/friends of clients coming to you. This can happen just from one-off emails, a future client viewing your work or your multiple connections with new people through social media.

The professional messages and presence you send out to the world will come back to you eventually. So make every message, blog article and status update count.

Action and Reaction



Actions cause reactions. While this may seem like a very simple concept, too often we overlook it. Unfortunately there is a difference between understanding something and actually applying it to our lives.

Just as action is a necessary key in creating a buzz around us, it is also necessary to get an overall reaction from the world. What I mean by this is that you need to consider that energy is the key ingredient in life. It is what we absorb and use and it is what we put back into the world- just that it is disguised in the form of a logo, blog post, or phone call.

Have you heard the saying "you only get out of it what you put into it"? Well this is completely true. This goes for absolutely anything in life so freelancing is no different.

If you wish to receive success, opportunity, fun and of course financial rewards from being a freelancer then you need to be prepared to share that level of energy with the wider community in the first place. Nothing in life comes for free but as I have mentioned earlier, that does not mean

you have to invest massive amounts of money. Instead you need to invest your energy and passion.

Now you may be thinking that this is easier said than done. You may be just starting out as a freelancer meaning that you are currently required to work a standard job at the same time. This suggests that whatever you are doing to grow your name will be done outside the hours of your current commitments.

We have all experienced coming home from a day of work and commitments and succumbing to the couch because we feel so tired. Then we get up and do it all again the next day. But if you want more out of life than this; in particular if you want your own name to be recognized, then you need to change your patterns of behavior to make room for the opportunities that will come your way.

From experience, life will only ever throw at you what you can handle. If you find yourself in a position where you want more than you have, but nothing seems to be coming your way it is likely that you are not making room for what you really want in your life.

So how do you make room I hear you ask?

Well there are a number of concepts to grasp and then techniques you can apply to your lifestyle and thinking that will make this room open up for you.

The first major thing you need to understand in order to be a successful freelancer in any field is that your mind will either make your success or break your success. It is truly the most powerful tool you will ever own and you need to know why this is and of course, how to use it.

Being a Confident Freelancer

You will need to learn how to be confident in the way you think, communicate and take action. So what is confidence and how can you apply this quickly and easily to your freelance work and goals?

Everyone has their own version of what confidence is. This is because we learn it in different ways a child or young adult. The actual meaning of it though is to be able to trust in yourself completely and be able to believe that your thoughts and actions are going to be correct.

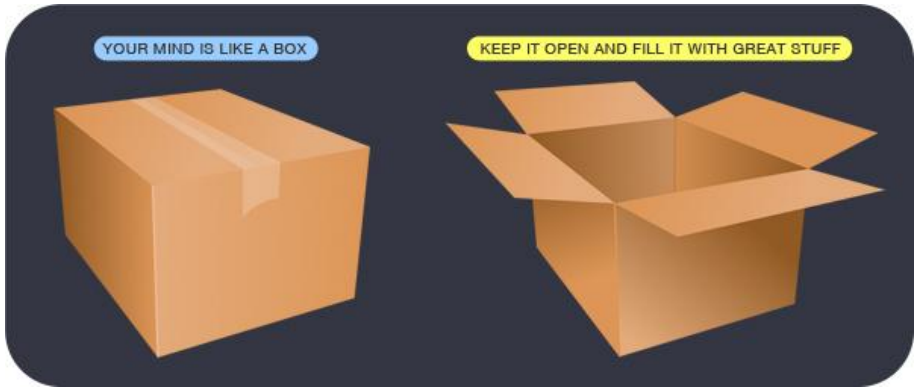
This is not a particularly simple thing to apply especially if it is not familiar to you. We inherently have trust and confidence in those around us but we rarely believe in ourselves enough to be completely confident.

It is important in freelancing though to be confident. As you grow and progress as a freelancer you will be required to make quick decisions on the spot. These could relate to whether or not you will take on a job. It may be answering a clients question immediately or providing a quote.

These things all take a level of faith and self-trust that affects not only your outcomes, but the outcomes of your clients and those people around you.

People can hear your confidence as much as they can see and sense it. So this applies to your online and offline presence equally. If you are not confident you will communicate by email that way. You will be very passive in the way that you speak and will second guess yourself. You will find yourself being very vague on the quotes you give out.

Investing in Yourself



The most important investment you can ever make is in yourself. However just like purchasing a lap top, you do not suddenly stop being aware that there are new lap tops available on the market. You must always remain open to change and growth.

After leaving school, it is easy to switch off to the idea of education. However the human brain is designed to learn and it is essentially our duty to find things for it to learn if we want to progress in any area of our life.

You will continue learning things unconsciously of course, but this can be a little bit dangerous. This is because you are only learning by example and habit. So if you are associating with a lot of people that do not see great value in what you wish to do, or that do not wish for more in their own lives you will begin to assimilate to that style of living and thinking.

This is not the biggest of issues because by using emotive reasoning and consistent practice with affirmations, you can

start to teach yourself skills that will bring you closer to what you want in life and in particular as a freelancer.

As a freelancer education is extremely important. It is a profession where by definition you will need to keep up with technology and standards of products or services as they change over time. Knowing what you know now will not be enough to keep you successful in the industry forever.

You will need to be accountable to yourself by heading out to continue to educate yourself in all areas. These will of course include the areas of your industry. One way to ensure you do not miss the trends is to stay active on your social media profiles. You will be continuously updated on what you should be learning to be the best in your industry.

But it is not all about education in industry skill set. It will also be a focal point moving forward, to remain open to changes in your thinking and behavior. There is a huge supply of fantastic materials available to you online. There are so many great blogs that talk about inspiration and motivation as well as how to gain a greater amount of confidence.

Everything in life is a choice and that applies to being a great freelancer too. What is an absolute guarantee is that while the processes of creating your image and name are absolutely essential to your success, so will be your commitment to mental improvements.

There are no extremely successful people (that have had long-lasting careers) that have not understood the connection between their thinking, behavior and results. Most high achieving people in business, in any creative industry or athletic field know that you and your mind are a very powerful force when aligned together.

Think of some of your favourite athletes or success stories. They will all talk about the need to practice and learn new skills. They never rest on their laurels and just assume that they know everything they will ever need to know.

You will also often hear them say that in their greatest defeats that they had “psyched” themselves out of it and in their greatest successes that they went in “confident”. So this tells you that to achieve in a great way, you’re thinking is a major key just as the physical skills you learn.

So it will be totally up to you to make that overall commitment to continue learning and developing as a person as well as a freelancer.

If you are able to commit to self-education then you will be amazed at how far you can take your freelancing.

About the Authors



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I am a young **Author, Freelance Writer** and **Motivational Speaker** from Melbourne, Australia. I use my skills as a communicator to expand people's knowledge and understanding of themselves and the world around them.

Throughout my own life I have achieved success in a variety of academic and creative fields including Theatre, Singing and Martial Arts. It was my self-belief; attitude and connection to my inner identity that helped determine these outcomes. I have now produced numerous finished pieces of creative literature and am excited by the upcoming release of **Guts On The Outside** in 2010.

As well as this, I am a core writer for **Freelancerunplugged.com** and have vast experience speaking to people in both forum and auditorium settings. I bring a modern perspective to historic thinking and aim to assist both the youth and adults of all ages to shift their thinking. It is my passion to help other people from all walks of life find out who they are, and how to harness the power of their mind to create true happiness in their lives.



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I am a young **Author, Designer, Musician** and **Motivational Speaker** that lives life around the concepts and beliefs I have gained about the power of motivation. I use my many creative and business-based skills to help people around me to flourish; and in turn I have flourished too.

I have long been considered the '**go-to man**' for internet business, social networking, design and digital music. I have produced numerous successful fashion designs and won several competitions in this field; as well as having multiple music tracks released by record companies worldwide. I am a founding member and the site creator of **Freelancerunplugged.com** where I have been able to expand my ability to educate and motivate people of all ages and backgrounds through online events and live panel forums.

I am also the proud co-author of **Guts On The Outside** which will be released in 2010. This book is based on the compounded thoughts and experiences of myself and Flic Manning, in regards to the importance of harnessing your inner belief and identity in order to live a truly contented life. I believe that one person can affect millions in a positive way, and I live my life everyday with this as my aim.

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