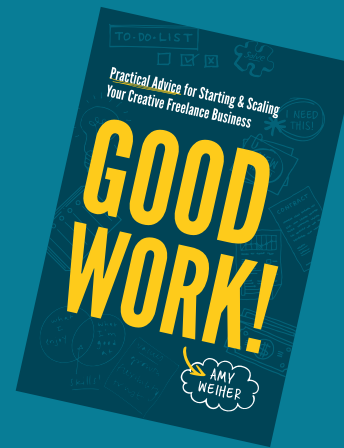


BUILD A GOOD FOUNDATION

(OR REASSESS THE ONE YOU HAVE!)

CONSIDER THE KIND OF WORK YOU WANT TO DO.



I'm presuming you're coming into this with a pretty clear sense of what you do overall. You already know you're a writer, designer, or illustrator. Drilling down from there, what kinds of projects do you want to work on? Spend some time thinking about past work you've enjoyed.

What type of project was it?

What industry was it in?

What kind of client was it—a big corporate client, a small nonprofit, or a small business?

Was there a personality trait, type of person, or style of working that appealed to you?

Were there lots of moving parts or a single type of deliverable?

Who else was involved in the project? What roles did they play? What were they like to work with?

How much did it pay? Or did you feel like you were rewarded well for your time?

What sort of timeline did it have?

How much creative freedom did you have?

What was the end result like?

Why is it one of your favorites?

Once you've answered those questions for a few projects, look for patterns. If your favorite projects tend to be designing social media ads for pet sitters or writing annual reports for hospitals, notice that. It'll help you hone your skills and know how to better market yourself. You don't have to do that type of work exclusively, but life is short and business can be hard. If there's a type of project that gets you more excited than the rest, then do more of that.