

Freelancer Toolkit Checklist (Beginner Edition – 2025) **- From Simplifywala.com**

Essential Skills to Learn

- One service skill (e.g. content writing, graphic design, web development, digital marketing)
- Communication (basic English writing and understanding)
- Time management and discipline
- Basic pricing and client negotiation

Tools to Setup

- Create a professional Gmail ID (e.g. yourname.services@gmail.com)
- Set up a LinkedIn profile with a service-focused bio
- Install and learn Google Docs, Sheets, and Drive
- Create a free Canva.com account
- Sign up on Zoom or Google Meet (for meetings/interviews)

Portfolio Preparation

- Write 2–3 sample projects (e.g. blog post, logo, website mockup)
- Create a free Google Drive folder with public share link
- Design a one-page freelancer profile (using Canva)
- Mention your pricing, timeline, and contact details

Freelance Platform Accounts

- Fiverr – Setup gig for your service

- Upwork – Create profile and apply to 2 jobs daily
- Freelancer.com – Explore contests and projects
- Truelancer – Apply to local Indian projects
- LinkedIn & Facebook – Start posting about your services

Bonus Tips

- Read client job posts daily to understand demand
 - Don't underprice yourself – Start reasonably
 - Be polite, prompt, and clear in communication
 - Always overdeliver to your first few clients
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