New Adventures in Freelance Front End Development

PAUL JARDINE

🏠 www.PaulJardine.co.uk

🐦 @dinodesigns87

A Bit About Me

★ Front End Developer with a background in design

★ After university I worked in a small(ish) agency for around 5 years

★ Trained as a front end developer at work working alongside a graphic designer and a back end programmer.

★ Both design and development mentors left to work for themselves

★ I was the senior front end developer for about 2 years

★ I become self employed in June 2014

★ I operate as a sole trader

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What's Good About Freelancing?

The Good

- ★ Freedom
- ★ Being in control of your own destiny
- ★ Choosing your own projects
- ★ Taking more pride in your work and yourself
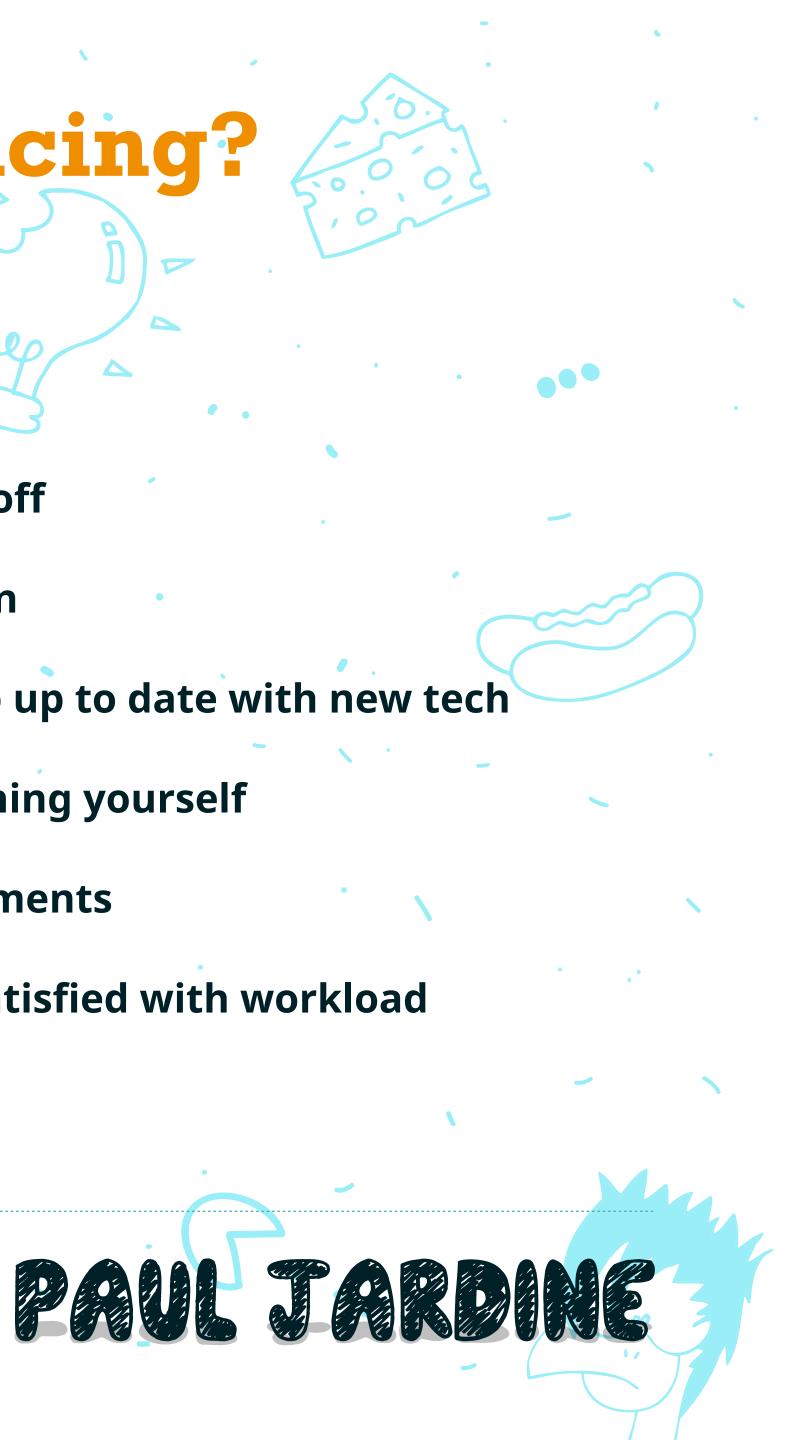- ★ Meeting loads of new people
- ★ Potential to make more money

The Bad

- ★ Difficulty switching off
- ★ Loneliness / Isolation
- ★ Finding time to keep up to date with new tech
- ★ Having to do everything yourself
- ★ Chasing up non-payments
- ★ Never being quite satisfied with workload

Getting Started

Your Skills

- ⭐ **Recognise what your strengths are**

- ⭐ **Understand what is required for you to complete a project**

- ⭐ **Swot up on your weaknesses**

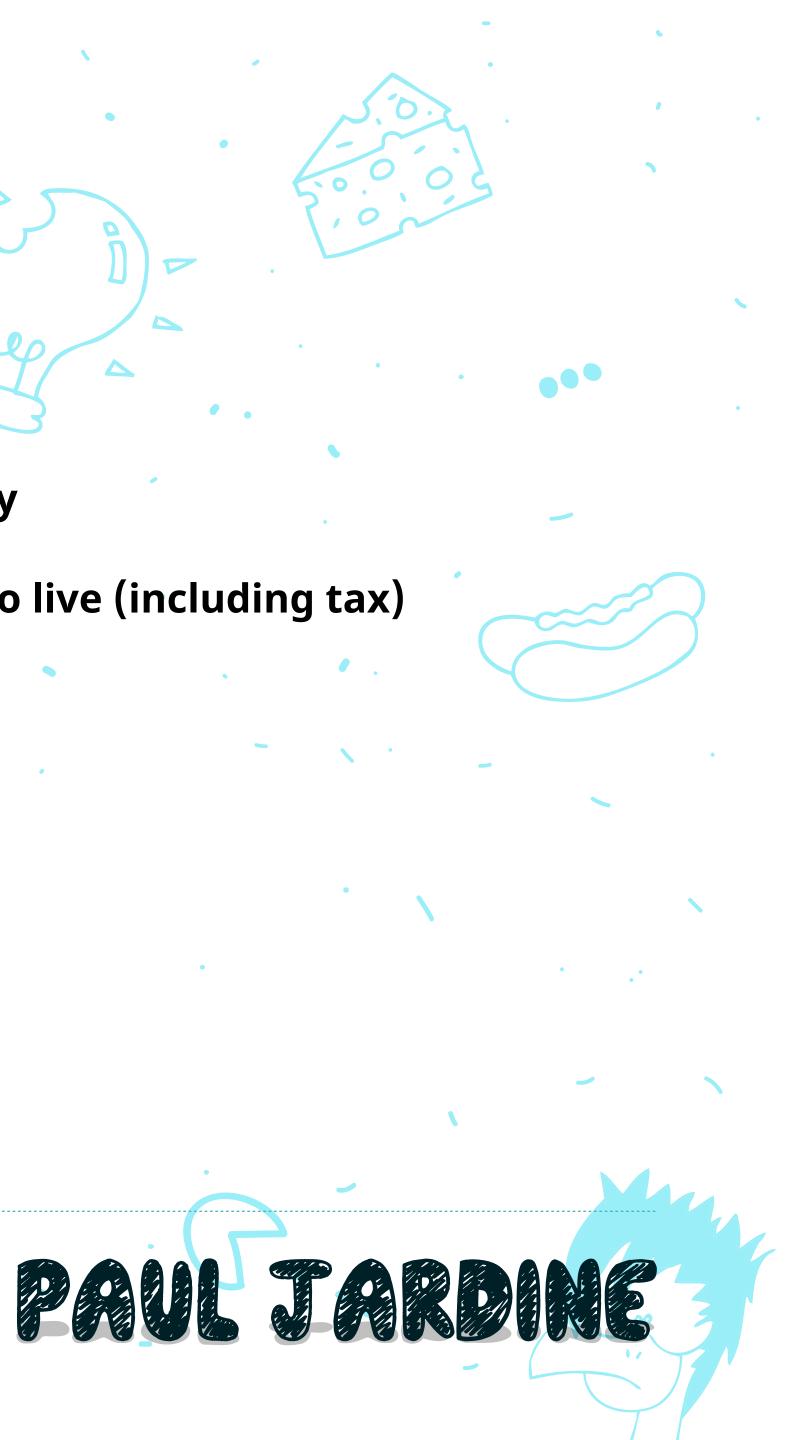- ⭐ **Learn from those around you**

Getting Started

Money

- ★ Work out how much money you need a month to pay bills and live comfortably

- ★ Work out roughly how many hours/projects you need to invoice each month to live (including tax)

- ★ Decide whether you think you can realistically achieve this target

- ★ Save up at least 3 months worth of cash (ideally)

- ★ Set up a separate business bank account

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Getting Started

Equipment

- ⭐ A Decent Laptop

- ⭐ Software (Adobe CC, Microsoft Office etc)

- ⭐ Local server setup (WAMP/MAMP etc)

- ⭐ Hosting package for client testing server

- ⭐ Version control software

- ⭐ Data storage for back ups

Self Promotion

- ⭐ Spruce up your website / portfolio / CV

- ⭐ Print some kick ass business cards

- ⭐ Update your social media profiles

- ⭐ Start letting people know your plans

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The Many Hats of a Freelance Front End Developer

Front End Developer

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The Many Hats of a Freelance Front End Developer

Designer

Back End
Programmer

Front End
Developer

Hosting/Server
Administrator

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The Many Hats of a Freelance Front End Developer

Trainer

Project Manager

Accountant

Designer

Back End Programmer

SEO Analyst

Front End Developer

Photographer

Account Handler

Content Writer

Consultant

Hosting/Server Administrator

Tech Support

Marketer

Plumber!

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Building a Support Network

★ Get friends involved to do the stuff you can't (Photography, content writing, SEO etc)

★ Tech support

★ Talk to other front end developers who you can discuss issues with

★ Share work with other freelancers and they may repay the favour in the future

★ Friends and family who will talk about stuff other than css pseudo selectors

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Finding Work

★ **Referrals & Recommendations**

★ **SEO**

★ **Direct**

★ **Return business**

★ **Networking -_-**

★ **Social Media**

Managing Your Cash Flow

★ **Always take a deposit before starting a job**

★ **Establish and agree on your payment terms up front**

★ **Stay in control!**

★ **Plan ahead (ideally 2 or 3 months)**

★ **Set up a separate business account**

★ **Pay yourself a wage into your personal bank account each month and leave the rest in the business account**

★ **Put aside 25% of your earnings each month to cover tax return and student loan**

★ **Get an accountant!**

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Payday! An Example Monthly Breakdown

Incoming	£2600
Business Expenses	£200
Profit	£2400
25% of profit goes into savings for tax and student loan	£600
Wage goes into personal account	£1500
Left in business account to carry over to next month	£300

*Just an example! :)

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Business Expenses

- ★ Equipment & Tools (Laptops, Software)

- ★ Domains and hosting

- ★ Travel to and from business related meetings (Seeing clients, networking, training events)

- ★ Office furniture

- ★ Stationary

- ★ Operating costs (rent, electricity, internet, phone bills etc)

- ★ People (consultancy, outsourcing)

- ★ Training and industry events

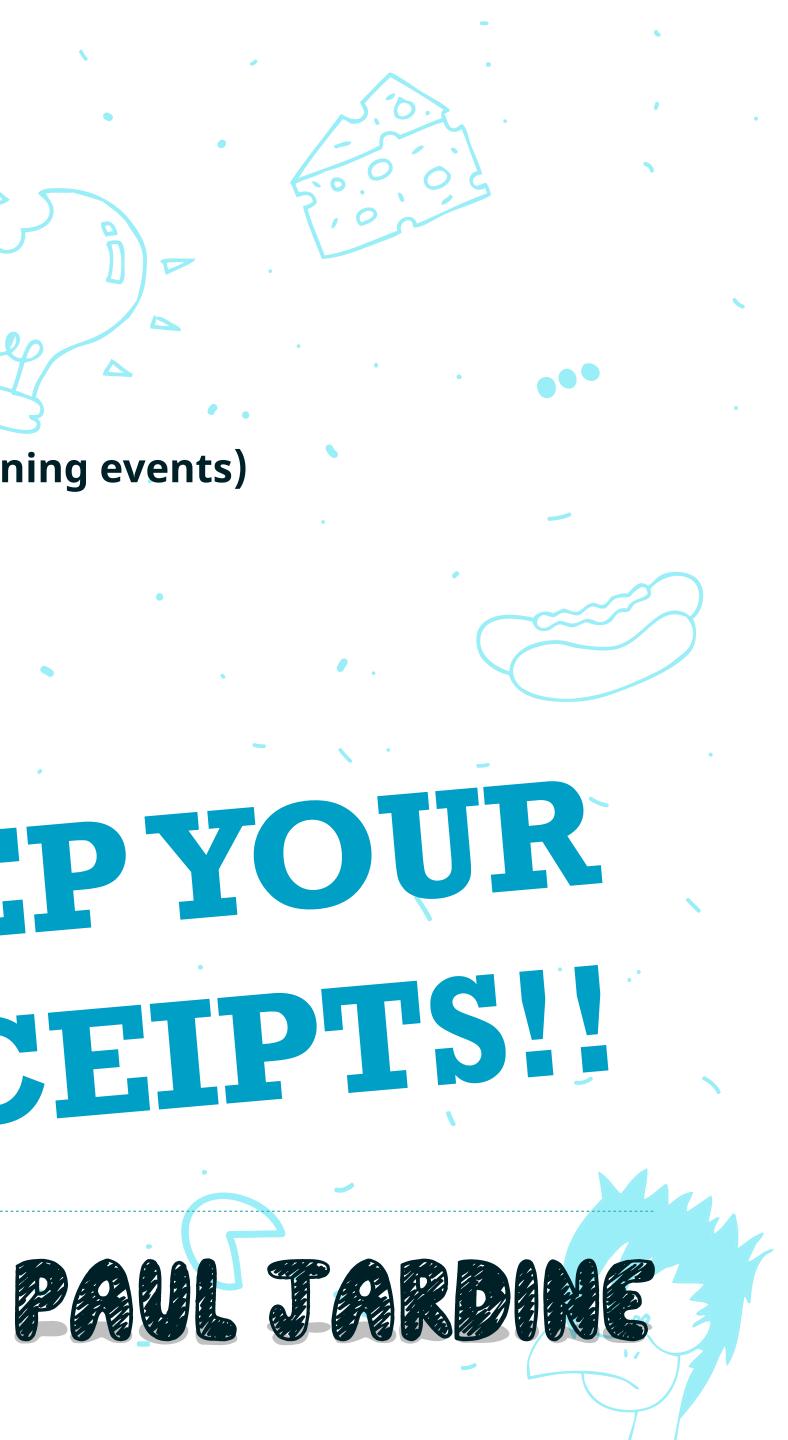- ★ Promotional materials (business cards etc)

- ★ Advertising

KEEP YOUR RECEIPTS!!

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Managing Projects

Make a Contract

- ★ State your deliverables
- ★ Agree payment terms up front
- ★ Deadlines
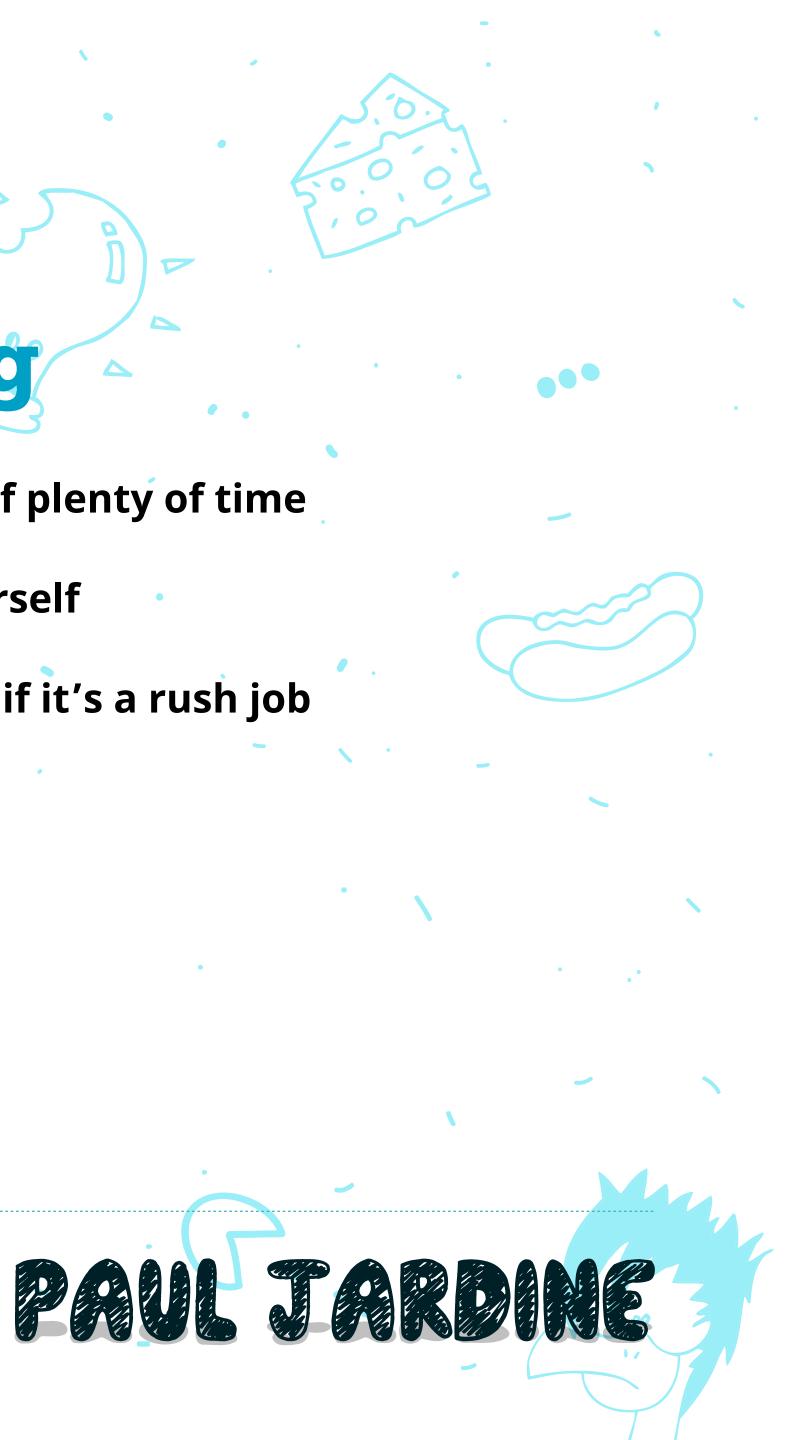- ★ Requirements from the client
- ★ Outline browser support
- ★ Terms & conditions

Scheduling

- ★ Always give yourself plenty of time
- ★ Be honest with yourself
- ★ Charge accordingly if it's a rush job

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Above All…

★ **Believe in yourself**

★ **Trust your instincts**

★ **Make your own luck**

★ **Keep your head up in quiet times**

★ **Go outside once in a while**

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Thank You!

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