



10 Tips to Reduce Fear of Self-Employment / Freelancing

1. Accept you will feel fearful and plan interventions to manage it – Who can you call for support?
2. Surround yourself with positive supporters and stay away from naysayers who are risk-averse.
3. Use your contacts – LinkedIn is a great resource. Don't be scared to ask people for coffees and help, they are often flattered and more than happy to assist.
4. Do your homework – speak to people who are already successfully doing what you want to.
5. Write a thorough business plan and do financial forecasting, then have someone business-minded review it. Test your ideas and do market research.
6. Be realistic - you probably won't be successful overnight so plan for a 2/3 year business build. Having a transition plan from the old job to the new business is a great idea.
7. Save some money to support you through the transition and discuss your family finances and plan with your partner.
8. Learn about marketing and social media - without customers and clients your business isn't a business.
9. Get help – you don't need to do everything yourself. Websites, photographs, logos, and promotional material all take time and often look more professional when done by a professional. Skill swaps are a great and cheap way to get help.
10. Keep motivated and prepare yourself for wobbles – use tools (visual tools, visualisations, affirmations) and get support (business network or a business coach).