

15

QUESTIONS TO ASK BEFORE YOU GO FREELANCE.

A workbook from **freelancing.support**
The independent guide to independent work.



How to use this workbook.

If you're thinking about going freelance, this workbook is your starting point.

These are the 15 questions I ask everyone who's considering making the leap — questions that have come from over a thousand conversations with people at exactly this stage.

There are no right or wrong answers. The point is to think clearly, honestly, and to help you think about some of the foundations for getting started.

Work through the questions in order, or dip in wherever feels most relevant.

If a question stops you in your tracks, that's useful information too.

Write in the spaces below each question. Be as specific as you can.

And if you're looking for more support, resources, guides, community and step by step support at every stage of freelancing, email me.

Matthew
Chief Freelance Officer
Freelancing.Support
askanything@freelancing.support



Why are you considering freelancing as an option?

WHY WE'RE ASKING

Your reason shapes everything. For some it's a positive choice — more control, better work. For others it's a response to redundancy or a tough job market. Being clear on your why helps you shape how you want to work, and what goals you might want to set.

REFLECT

- What's prompted you to consider it now?
- Do you feel pushed into this, or is it an active choice?

YOUR NOTES

How will you know if things are working after 12 months?

WHY WE'RE ASKING

Without a sense of what you're aiming for, it's hard to know if it's working. Success looks different for everyone — income, clients, flexibility, feeling in control. Getting specific early helps you make better decisions and spot when you're on track.

REFLECT

- What would need to be true for you to feel like the first year had gone well?
- What's the one thing that would tell you freelancing was the right call?

YOUR NOTES

What does your personal budget look like?

WHY WE'RE ASKING

This is the one most people avoid. Not pricing, not day rates — your personal budget. What it costs to run your life each month, how much runway you have, and whether you could manage without income for a few months. Knowing your numbers helps you make better decisions, and sleep better at night.

REFLECT

- What does it cost to run your life each month?
- How long could you manage if work was slow to start?

YOUR NOTES

What will you do as a freelancer?

WHY WE'RE ASKING

When you start out the temptation is to say yes to everything. But successful freelancers are those who are clear on what their offering is. It's not about a niche, but having clear focus on what you do for your customers.

REFLECT

- What areas do you have the strongest evidence and experience in?
- Who are the people or businesses you most want to work with?

YOUR NOTES

Who are you going to be working with?

WHY WE'RE ASKING

Knowing who your customers are makes everything easier — how you talk about what you do, where you find work, and how you price it. A lot of new freelancers skip this and end up chasing anyone who'll pay. Getting specific about who you want to work with helps you focus your energy in the right places from the start.

REFLECT

- What kind of businesses or people do you do your best work with?
- What clients or sectors do you want to avoid?

YOUR NOTES

Who do you know who already does this?

WHY WE'RE ASKING

Other freelancers are one of your most valuable resources. They can tell you what to charge, warn you about difficult clients, recommend you for work they can't take on, and make the whole thing feel less lonely. Most people know more freelancers than they realise.

REFLECT

- Who in your network is already freelancing?
- Who could you have a conversation with before you make the leap?

YOUR NOTES

How much are you going to charge?

WHY WE'RE ASKING

Pricing is one of the hardest things to get right — and one of the most common reasons new freelancers struggle. Too low and you're working flat out for not enough. Knowing your numbers — what you need to earn, what the market pays, what your experience is worth — gives you a foundation to work from.

REFLECT

- What do you need to earn each month to make freelancing viable?
- What are others with similar experience and focus charging?

YOUR NOTES

Who could your first three clients be?

WHY WE'RE ASKING

Your first clients almost never come from job boards or cold outreach. They come from people who already know you and trust you. Most new freelancers underestimate how warm their network already is. Starting here is faster, lower pressure, and more likely to result in work you actually want to do.

REFLECT

- Who in your network might need what you do?
- Who could introduce you to someone who does?

YOUR NOTES

How could you try this out before taking the leap?

WHY WE'RE ASKING

Going freelance doesn't have to be all or nothing. Taking on a project or two while you're still employed — or in the early days of a job search — lets you test your offering, build confidence, and earn some early income before you're fully dependent on it.

REFLECT

- What opportunities do you have to test freelancing before committing fully?
- What would you learn from doing one piece of work before making the leap?

YOUR NOTES

What do you already know about taxes when self-employed?

WHY WE'RE ASKING

Tax is the thing that catches most new freelancers out. Unlike employment, nothing is deducted automatically — you're responsible for setting aside the right amount and paying it at the right time. It's not complicated once you understand it, but getting it wrong early is stressful and expensive.

REFLECT

- What do you know about registering as self-employed and when to do it?
- How much do you need to set aside from each payment, and where will you keep it?

YOUR NOTES

How might you feel if you don't have income for three months?

WHY WE'RE ASKING

Irregular income is one of the biggest adjustments when you go freelance. Even good freelancers have slow periods — especially in the first year. Thinking about this before you start isn't pessimism, it's preparation.

REFLECT

- What savings or other income could you draw on during a slow period?
- How would you feel, and what would you do, if work was slow for a few months?

YOUR NOTES

How comfortable are you dealing with rejection and conflict?

WHY WE'RE ASKING

Freelancing means putting yourself out there — pitching, negotiating, chasing invoices, handling difficult clients. Rejection is part of the job. So is the occasional difficult conversation. Thinking about how you handle these situations now means you're less likely to be derailed by them.

REFLECT

- How do you currently respond to rejection or critical feedback?
- What's a difficult professional conversation you've handled well — and what did you learn?

YOUR NOTES

What's your biggest worry about going freelance?

WHY WE'RE ASKING

Everyone has one. And most people share the same few — not finding enough work, money running out, losing the security of a salary. Naming your worry doesn't make it go away, but it does make it easier to plan for.

REFLECT

- What's the thing that keeps you up at night when you think about going freelance?
- What would need to be true for that worry to feel manageable?

YOUR NOTES

What's your biggest question about going freelance?

WHY WE'RE ASKING

There's always a question you haven't been able to answer yet — the one that's holding you back or keeping things uncertain. Naming it is the first step to finding the answer. And more often than not, someone else has already asked it.

REFLECT

- What's the one thing you still don't know that would make the biggest difference?
- Where haven't you looked for the answer yet?

YOUR NOTES

Do you know where to find further answers?

WHY WE'RE ASKING

Going freelance is much easier when you're not figuring it out alone. There's a huge amount of support, community, and practical guidance available — you just need to know where to look. That's exactly what [freelancing.support](#) is here for.

REFLECT

- Who could you talk to who's been through this already?
- What communities, resources, or support networks could you tap into?

YOUR NOTES

What's next?

If you've worked through these questions, you're already ahead of most people who make the leap.

freelancing.support is built to support you at every stage, with resources, guides, signposting and our step-by-step programme with peer-support cohort.

FLIGHTPLAN

Our structured step-by-step programme and peer-support for new freelancers. Everything you need to know.

<https://www.freelancing.support/flightplan>

ASSEMBLY

Free weekly calls for people considering freelancing and new freelancers. Come and #askanything

<https://www.freelancing.support/assembly>

RESOURCES

Guides, FAQs, glossary and practical tools covering everything from tax and contracts to pricing and mental health.

<https://www.freelancing.support/resources>