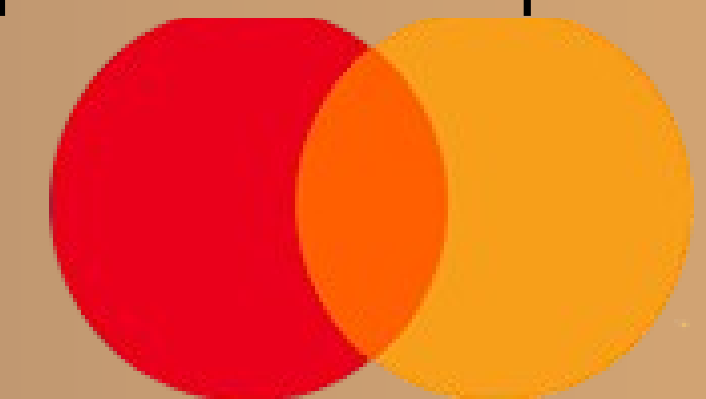


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FREELANCE BUSINESS ACCELERATION TIPS

▶ **FREELANCING IS THE FUTURE OF WORK**

In partnership with



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foundation

FOREWORD

Welcome to the first edition of the Freelance Business Accelerator Tips Handbook.

This guide is filled with valuable insights gathered from our inaugural Freelance Month Bootcamps, where 23 industry experts from diverse fields shared their experiences and advice on thriving in the freelancing world.

We hope these tips empower and inspire you on your freelancing journey.



CK JAPHETH
TEAM LEAD-THE INNOVATION VILLAGE

WELCOME

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ANDREW TUGUME
ORGANIZER-FREELANCE
BUSINESS ACCELERATION MONTH

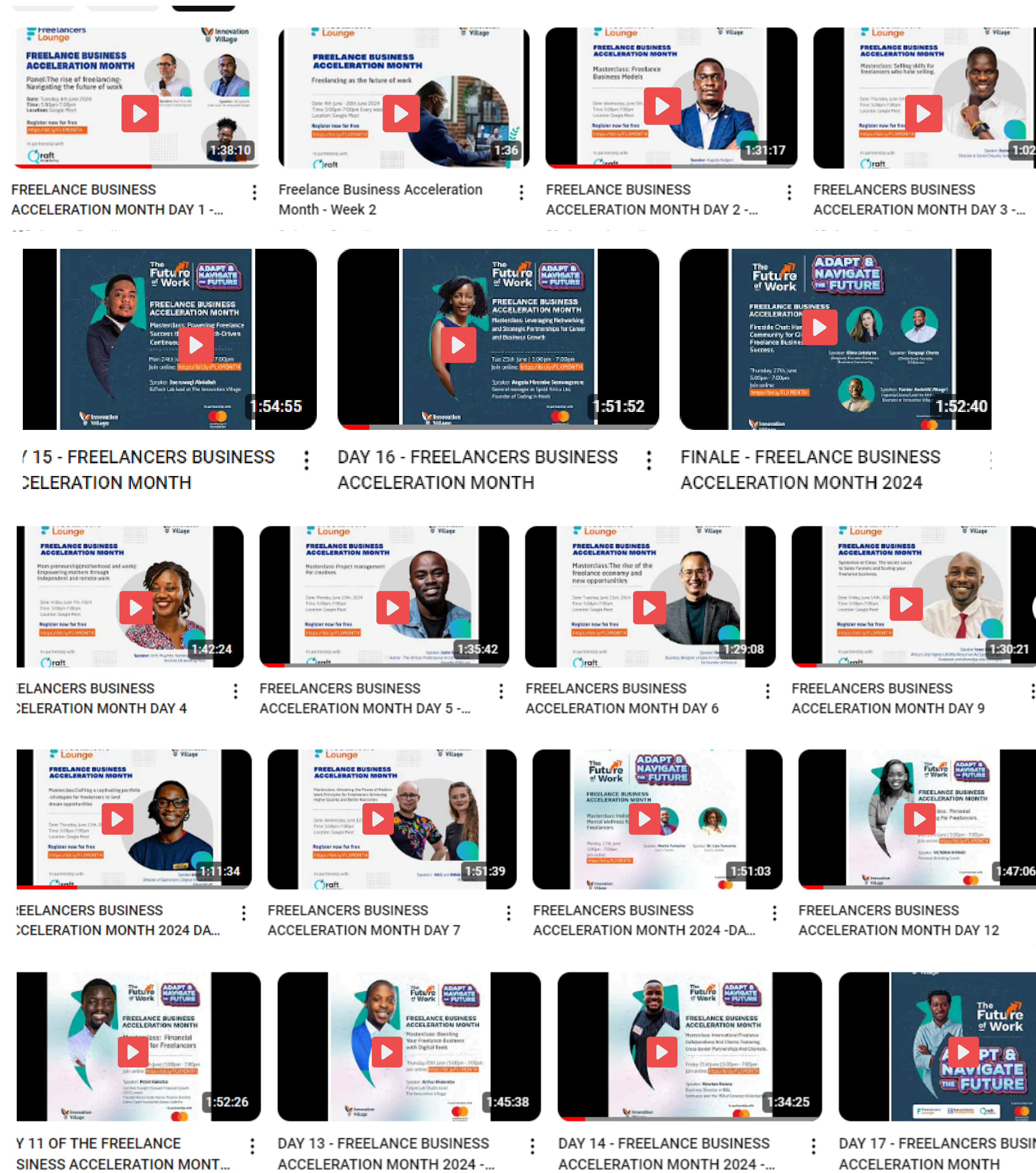
Freelancing is Growing at a Rapid Pace in Africa.

The African gig economy is a **\$28 billion market**, with around **120 million** self-employed individuals across the continent. And it's growing at about **177%** annually.





Find here more than 15 videos on freelancing as the future of work



Freelance Business Acceleration Tips



PANEL : THE RISE OF FREELANCING -NAVIGATING THE FUTURE OF WORK

“ As a freelancer, you are not unfortunate to not have full-time job security. All you have to do is level up your confidence and capacity to have a stable income stream. The comfort and benefits from full-time jobs come and go.

“ Be confident with your skillset. Balance what you love to do and what the marketplace demands. It is up to you to be the best, whether you go deep or go wide, as long as it is contributing to your goals.

“ Don't just build your portfolio while looking at assurances, guarantees and security. Instead, build a mindset where your work speaks for itself. Keep learning and growing, and leverage technologies to your advantage.

“ March yourself against the selection and eligibility criteria of different organizations to develop your portfolio.


“ As a freelancer, you can compete in the global marketplace as long as you have a marketable skill set. If you give value, you get value back.

“ Funding is not something we should depend on as freelancers. You can raise funding and still not make it, as seen in the startup ecosystems. It is important to build a boring company that works, solves problems, and is sustainable, funded by customers than raising funding for ideas that do not address problems . In this case, funding comes to help you get more customers, not to build an idea.



CK JAPHETH

Team Lead- The Innovation Village



As a freelancer, be the talent the world is looking for. Talent is the new oil.

PANEL : THE RISE OF FREELANCING – NAVIGATING THE FUTURE OF WORK



It does not hurt to diversify your skillset. This makes you more versatile and better equipped to handle different challenges or opportunities.



Big organizations should have access to official databases or platforms where they can outsource freelancers and invite them to submit bids.




Africa has a huge opportunity to take a leap, if freelancers use AI and other cutting-edge technologies.



BART CORNILLE

D4D and Innovation Expert- Enable Uganda




Hubs should incorporate support for freelance businesses into their activities.

MASTERCLASS : FREELANCE BUSINESS MODELS

- “ If your positioning is strong, you may not need to write extensive proposals. For example, a well-positioned website or an engaging WhatsApp status can effectively act as a sales funnel, doing the job for you.
- “ Validate Your Positioning with Customer Feedback: Regularly, ask your customers what they believe you offer to ensure your value proposition is clear and accurately communicated.
- “ Always streamline Service Delivery with Reusable Templates.
- “ Strategically evaluate and let go of certain customers to enhance your market positioning. By focusing on clients who align well with your business goals and values, you will strengthen your overall strategy and improve your brand's reputation.



KAGODA RODGERS
Senior Venture Design Associate-
The Innovation Village



Avoid Technical Jargon: Use simple, clear language in your value proposition statement to ensure it is easily understood by all potential clients, regardless of their technical expertise.

MASTERCLASS : SELLING SKILLS FOR FREELANCER WHO HATE SELLING



When you are still at the survival level as a freelancer:

- Make 10 phone calls per day
- Book 10 meetings per day
- Seek 10 referrals per day

Intensify your Greatest Impact Activities (GIAs) up to 10 times more to move beyond the survival level.




When you reach the success level as a freelancer, focus on managing your relationships and accounts effectively.



Be Likeable – People are more likely to buy from those they like and trust. Building positive relationships can significantly influence buying decisions, as customers tend to choose individuals they feel comfortable with.



DANIEL CHOUDRY
Director at Daniel Choudry sales
Institute



**Selling is fundamentally
about three core elements:
Connection,
Convincing and Collaboration**

MASTERCLASS: MOM-PRENUERSHIP(MORTHERHOOD AND WORK) EMPOWERING MOTHERS THROUGH INDEPENDENT AND REMOTE WORK

“ The term 'freelancer' originated from 'freelancers' - mercenary soldiers in the 1800s who would 'lend their lance' (i.e., their fighting services) to the highest bidder. Over time, the term evolved to refer to independent contractors or self-employed professionals who are not bound to a single employer.

“ Freelancing offers a unique advantage: you can sidestep office politics and the frustration of watching others receive more recognition for doing less work.

“ As a working mother, if you don't schedule your time, you may feel overwhelmed. Establish a timeline and commit to following it.


“ Mothers in work need a support network that includes child caretakers. It's important to take care of these caretakers as they are an extension of you. Treat them well and support them as much as you can.

“ Having a bad attitude or personality will make it hard to succeed in freelance business. Good customer care makes people want to work with you again and again.

“ A woman's brain excels at multitasking, which means you can efficiently handle multiple tasks simultaneously. This ability allows you to manage various responsibilities, from work and household duties to personal projects, all at the same time.



ARCH. MUYINDA NANTEZA CATHERINE
Architect & Working Mom



**For working mothers,
having a stable
household is crucial for
freelancing or remote
work. An unstable
household can create
stress that affects your
work.**


MASTERCLASS: PROJECT MANAGEMENT FOR CREATIVES

- “ Passion is a key factor when it comes to project management for creatives. Approaching your work with enthusiasm and dedication will help you stay motivated and deliver high-quality results for your clients. It's important to find projects that truly excite you and align with your interests, as this will make the work more enjoyable and fulfilling.
- “ You don't need a lot of money or even any capital to run big projects, as long as you have valuable skills. Your skills can be the foundation to start and grow your projects, even without significant upfront investment.
- “ When conducting research, be thorough and aim to understand every aspect of the project in detail.
- “ Project planning is all about research, planning, and working effectively with others.
- “ When working with others, concentrate on providing value and gaining experience. Collaborate with clients, partners, and team members to showcase your expertise and achieve outstanding results.



COLLINS SSERUNJOGI

Author: The African professional
Artist HandBook| Founder CMH Live



When planning, think big. -
Plan for a million-dollar
project, even before you
land on one. This will help
you prepare and scale your
efforts accordingly.

MASTERCLASS: THE RISE OF THE FREELANCE ECONOMY AND NEW OPPORTUNITIES.

“

In the world of freelancing, the highs can be incredibly high, but the lows can also be quite low. The freedom and flexibility to work on your own terms is exhilarating, But the unpredictability of income and workload can take a toll on your mental wellbeing

“

Freelancing is not just about your expertise and skills. It's also about all the 'work around the work' - the tasks and responsibilities that come with running your own freelance business.

“

Freelancers should always support their network. Help those who need assistance, as you will rely on them when you need help too.

“


With the great freedom of freelancing comes an even greater need for self-discipline.

“

Freelancers should always collaborate on projects to increase their chances of winning bids.



DEENY WONG
Business Designer at Gala-X
Finland by Sitra & Co-founder
Muno.io




Personal development is a full-time job for a freelancer. The day you stop learning is the day your career ends.

MASTERCLASS: UNLOCKING THE POWER OF MORDERN WORK PRINCIPLES FOR FREELANCERS-ACHIEVING HIGH QUALITY AND BETTER OUTCOMES

- “ As a freelancer, it's crucial to first establish yourself independently and gain experience before seeking potential partners. This foundation makes you more attractive to potential partners, as you'll have a track record of success and a clearer sense of what you can bring to a partnership.
- “ For every five units of effort you put in, you may only get one unit back in return, at least in the short term. The key is to stay dedicated and keep providing value, as the long-term payoff can be significant.
- “ Distinguish between purpose partners and business partners, as they play different roles. Understanding these differences helps you manage relationships more effectively and ensures that each type of partnership is aligned with its specific objectives.
- “ Freelancers should consistently collaborate on projects to boost their chances of securing bids.



NILS AND ANNA SCHNELL
MOWOMIND




When people find purpose in their work, work becomes meaningful. That's why Modern Work endorses purpose-driven initiatives and becomes an enabling factor for the people at work.

MASTERCLASS: CRAFTING A CAPTIVATING PORTFOLIO-STRATEGIES FOR FREELANCERS TO LAND DREAM OPPORTUNITIES

- “ Your friends are your portfolio and your opportunities. Learn how to make friends and manage them well. These friends will provide you opportunities through referrals, introductions, and support.
- “ When you enter a trade, ensure you understand its language and terminology and as a freelancer, it's equally important to understand the business language.
- “ Be a one-stop shop – become a walking agency. This approach makes you more attractive to clients who prefer the convenience and efficiency of dealing with a single provider rather than multiple specialists. It also allows you to build stronger client relationships and potentially increase your business opportunities.
- “ Earning certifications helps build trust by demonstrating your expertise and commitment to professionalism. These credentials reassure clients of your qualifications and can enhance your reputation.



KIBAZZI PIUS
Director of Operation | Digital Visual
Artist -KibazziKraft



In the gig economy, to be an effective freelancer, offer a complete package rather than just one skill.

SYSTEMISE OR CLOSE: THE SECRET SACUCE OF SALES FUNNELS AND SCALING YOUR FREELANCE BUSINESS


“ Everyone is interested in understanding how you can benefit them or solve their problems. To effectively communicate your value, craft messages that clearly illustrate how your services or expertise address their specific needs and deliver tangible results.

“ Simply having potential clients or leads is not sufficient to secure business. To convert these leads into actual clients, you need a compelling offer that differentiates you from your competitors. Without such an offer, leads may remain uninterested or uncommitted.

“ You don't need to struggle with creating your pitch decks or website. Various tools and templates are available to simplify the process. By leveraging these tools, you can focus on refining your content.



ISAAC ODONGO SR
African's 2nd Highest (ROAS) Return
On Ad Spend Google,WhatsApp AD
Strategist. Fuunel and Systems
Architect



Highlighting the direct
impact you have towards
your potential client's
success makes it easier for
clients to see the benefits
of working with you.


MASTERCLASS: HOLISTIC MENTAL WELLNESS FOR FREELANCERS

“ Practicing meditation and engaging in self-reflection can help clear your mind and reduce stress. These practices help you gain mental clarity, manage your emotions, and create a sense of calm, allowing you to handle challenges more effectively.

“ As a freelancer, it's important to be self-aware by understanding your emotions and identifying what triggers them. Reflect on whether your behaviors are a response to how you're feeling. This self-awareness helps you manage stress and make more informed decisions in your work.

“ To recover from hitting rock bottom, begin by acknowledging and accepting your current situation. Then practice self-forgiveness this help to release feelings of guilt or self-blame, allowing you to focus on rebuilding and improving your situation.

“ Your personal vision should encompass all aspects of life - from love and relationships to career and wealth.



As freelancers, you need a 'stress management kit' - similar to a first aid kit - to help you cope with the challenges of your work.



MARTIN TUMWIINE
Zaantu Speaks



DR LISA TUMWIINE
Zaantu Speaks

MASTERCLASS: FINANCIAL MASTERY FOR FREELANCERS

“ Approach freelancing with a business mindset. Carefully track your freelance finances and treat it as you would any other business venture. This will help you make informed decisions, maximize your profits, and ensure the long-term sustainability of your freelance career.


“ Starting out as a freelancer, it's essential to recognize the value you're offering as a business. Often, this value stems from passion, which many be overlooked.

“ However, it's crucial to track your efforts and assess whether this passion is actually profitable by seperating your money from family and friends from money earned from offering the value.

“ A strategy to increase revenue is to start by securing an initial opportunity with a client who understands the value of your work. Once you have your foot in the door, focus on over-delivering exceeding their expectation, which will lead to strong referrals and more business.



PETER KAKOMA
Certifid Straight Forward Financial
Growth(CSFFG) Coach| Founder
Kanzu Code



Revenue is Vanity, Profit is
Sanity but Cash flow is
king.

MASTERCLASS: PERSONAL BRANDING FOR FREELANCERS


“ Strengthen Your Brand with Content Creation. Your brand’s strength is amplified through consistent content creation. Personal branding is a powerful form of content marketing.

“ Leverage Your Personal Brand. Your personal brand as a freelancer sets the foundation, making it easier to market and brand your agency or company when the time comes.

“ Personal branding is a long-term investment. When you start being intentional about your brand, you're planting seeds that will grow over time. Don't expect immediate results; instead, focus on consistency. Regularly showing up and maintaining your presence will ensure that your audience remembers you, allowing you to reap the rewards in the future.



VICTORIA NYANZI
Personal Branding Coach




A brand is about actively communicating the qualities and values you want to be known for.

MASTERCLASS: BOOSTING YOUR FREELANCE BUSINESS WITH DIGITAL TOOLS

- “ To succeed on global freelancing platform, create a standout profile, use tools like Zapier for automation, and respond promptly to inquiries. Visibility and efficiency are key to converting opportunities into successful projects.
- “ The day it will become really painful for freelancers not to use gig platforms, the importance of these tools will become clear—they will no longer be seen as optional, luxurious, or just a lifestyle choice.
- “ As a freelancer or gig worker, managing multiple clients with different needs and expectations is crucial. The key to success lies in using the right project management tools to stay organized and keep track of your work.
- “ As a freelance you don't need to be an accountant to keep your accounts in order, especially in the early stages of your business. Start with basic tools like IFIS for bookkeeping, then progress to more advanced solutions that integrate with IFIS.



ARTHUR MUKEMBO
Future Lab -Lead




Tools are only effective if
your process is well-
organized. Tools follow
how work gets done.

MASTERCLASS: INTERNATIONAL FREELANCE COLLABORATIONS AND CLIENTS; FOSTERING CROSS BORDER PARTNERSHIPS AND CLIENTELE

- “ If the contractor doesn't provide a contract, create one. This is a safety net for both you, and your cross border client outlining payment terms, responsibilities, and expectations.
- “ As an international freelancer, your payment method is crucial. Ensure your Payment Method ,process builds trust and confidence with your clients.
- “ Leverage diversity by seeking input from international clients and partners. This fosters innovation, helps understand different perspectives, and creates mutual value, enhancing collaboration.
- “ Invest time in building rapport with cross-border clients to build trust and foster a more open, collaborative relationship. Clients are often drawn to working with you because they feel a personal connection and trust you.
- “ When working across borders, be exceptionally flexible and adaptable. Different cultures bring varying styles of decision-making, risk-taking, and conflict resolution. Respect these differences and adjust your approach accordingly.



NEWTON KAKERA
Business Director at B&L



Avoid assuming your effectiveness; instead, let clients' feedback tell you directly. Don't assume that you are doing well, when you are work is actually falling short

MASTERCLASS: POWERING FREELANCE SUCCESS THROUGH EDU-TECH DRIVEN CONTINUOUS LEARNING

“ Technology is constantly evolving, with new trends always emerging, so to stay ahead of the curve, you must continuously keep learning.

“ When beginning your upskilling journey, choose an EdTech platform carefully by prioritizing content quality. Make sure the courses offer valuable, high-quality material to support your learning goals

“ Build a continuous learning plan. Commit to daily learning to stay ahead and continually acquire new knowledge. Consistent learning keeps you competitive and opens up new opportunities.

“ Adapt the concept of Ikigai to find your true purpose. This helps you filter and focus on opportunities that align with your passions, strengths, and financial goals, allowing you to do what you love while earning a living.

“ Clients expect freelancers to be up-to-date with the latest tools and technologies. Be proactive in your professional development to stay adaptive.



SSERUWAGI ABDALLAH
Edu-Tech Lab Lead at
The Innovation Village


The Freelance market is highly dynamic, so continuously update your skills to stay relevant.

MASTERCLASS: LEVERAGING NETWORK AND PARTNERSHIP FOR CAREER AND BUSINESS GROWTH

- “ Make sure you bring value to the people you partner with. It's not just about the money; focusing solely on financial gain can lead to unethical behavior.
- “ Travel to gain exposure and expand your networks. Mingle with people in faster economies. Start with nearby and more accessible countries.
- “ Make sure you clearly understand whether the partnership is short-term or long-term.
- “ Establish a clear plan for revenue or equity sharing with your partners.
- “ Make sure your culture aligns with the people you are partnering with.
- “ Understand how your partners manage money; avoid those who prioritize money over ethical considerations and exhibit greed.
- “ While networking, introduce yourself appropriately based on the setting. Only sell when necessary and stay humble when needed. Focus on what people are interested in and build rapport.



ANGELA MIREMBE SEMWOGGERERE
General Manager at Spidd Africa
Ltd| Founder Coding in Heels




Networking isn't just about meeting influential people. It's about connecting with those you aspire to be like and finding your tribe.

MASTERCLASS: A ROADMAP FOR SUCCESSFUL TRANSITION FROM TRADITIONAL EMPLOYMENT TO INDEPENDENT WORK

- “ Before making a significant career change, calculate your "financial runway"—the amount of time your savings can sustain you without additional income. This financial buffer allows you to focus on personal development and strategic planning during your transition, rather than immediate financial pressure.
- “ Learn to connect dots by identifying how each opportunity or transition can lead to the next. Use strategic transitions to map your path, ensuring each step brings you closer to greater influence and impact.
- “ Every career starts with inclusion, moves through transition, and can progress to influence and impact. Begin by focusing on how to get included e.g attend networking events, join relevant communities and make your way up through each stage.
- “ Treat your career as a story worth telling. Document your journey, share your experiences, and think about the legacy you want to leave behind.
- “ If you're not evolving, you're not building a career. The key to stability and security is to adapt and evolve. If you don't choose to change, change will choose you.
- “ Exploring is the foundation of all work.
- “ Without transition and change, your career might only be a brief scene in someone else's story. Embrace transitions to build your own narrative and make a significant impact.



ANDREW TUGUME
Organizer Freelance Acceleration
Month| Co-Founder Qraft Academy



When transitioning between roles or skills, use the forward slash to bridge your past and future. Retain your existing client base while gradually establishing your new focus.

FIRESIDE CHAT: HARNESSING COMMUNITY FOR GLOBAL FREELANCE BUSINESS SUCCESS

- “ Not every freelancer aspires to grow into an agency or firm. Many prefer the autonomy and flexibility of the freelance work lifestyle.
- “ Invite constructive feedback in your freelance business, incorporate it into your operations, and strive for ongoing growth and adaptability by embracing change
- “ Utilize current tools like AI to enhance your work but ensure that your unique voice and style are maintained. Use AI for tasks like grammar checking but don't rely solely on it.
- “ In the modern workforce, character and adaptability are as important as skill. Your ability to adjust to different work cultures will influence your long-term success as a freelancer.
- “ Define what success means to you personally before you start measuring it. Success could mean various things to different people



ELINA JUTELYTE
(Belgium) Founder Freelance
Business Community



FOSTER AWINTITI AKUGRI
(Ghana/Uganda) Lead for Africa
Business at Innovation Village

The freelance ecosystem can be a double-edged sword. Understand how you want to engage, choose your niche strategically, and decide how relevant you want to be within the ecosystem.

TONGAYI CHOTO
(Zimbabwe)
Founder Afriblocks





THANK YOU
CONNECT WITH US

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