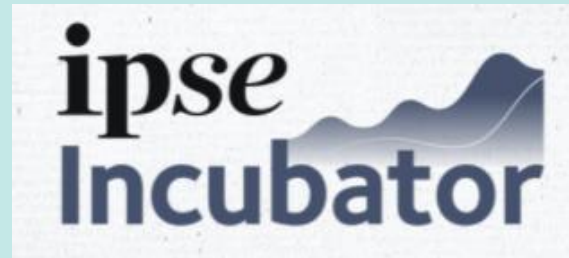


Create Your Own Job



How freelancing could be the future for you



Why consider freelancing?

Freedom... flexibility...

Autonomy... calling the shots

Work from anywhere... digital nomad

Set your rates... raise your rates

Be your own boss...

What's in a name...?

Freelance

Self employed

Entrepreneur

Small business owner

Side-hustler

Squiggly career

Taking things step by step...

- Considering a part time job or contract work
 - Working in the same niche or industry for experience and contacts
 - Volunteering
 - Finding a mentor
 - Following on social media
 - Build up a 'freelance CV'

Five steps to freelancing

- 1: Focusing on your niche
- 2: Working out the finances
- 3: Managing your time
- 4: Finding clients and work
- 5: Finding a community...

ipse Incubator



Going it alone doesn't mean being alone:

Your one-stop-shop for getting your freelance business off the ground

Content

- 12 months
- All online
- Delivered monthly
- Suggested tasks
- Additional timely content
- Webinars



Let's get the work rolling in

Dear member,

We're excited to welcome you to the IPSE Incubator. We have 12 high quality webinars for you to watch over the next 12 months. We'll be sending you a link to each webinar in the next few days. We'll also be sending you a link to each webinar in the next few days.



Elevator pitch

This is your chance to make a short, snappy presentation about your business to a group of people. It's a great way to get your business in front of potential investors, partners, and customers. You'll be given a script to help you get started, and you'll have the opportunity to ask questions of the experts who are presenting.

We'll be sending you a link to the webinar in the next few days. We'll also be sending you a link to the webinar in the next few days.

Social media

Creating a social media presence is a great way to get your business in front of potential customers. It's a great way to get your business in front of potential customers. You'll be given a script to help you get started, and you'll have the opportunity to ask questions of the experts who are presenting.



If you're not quite ready to get started with any of these, don't worry. We'll be sending you a link to each webinar in the next few days. We'll also be sending you a link to each webinar in the next few days.

Check out what's next, please.



Incubator task time

Hi there,

It's time for your next set of tasks in the IPSE Incubator.

In case you missed our email the other week, throughout your IPSE Incubator journey we will be setting some tasks for you to help keep you on track. Your tasks are completely optional but completing at least one of these mini tasks each month will benefit you and your business.

Should you have any questions about your tasks or need support, don't hesitate to get in touch either by replying to the email or reaching out at incubator@ipse.co.uk.

Now for task time!

2 mins - Take note of IPSE's [tax and legal advice helpline](#), so you have them to hand if you ever need them.

30 mins - Spend some time thinking about your [brand](#) and what colours you would like to incorporate, along with your logo.

2 hrs - Start to research which [website platform](#) you're going to use, buy your domain and set up your work email address. We recommend you don't use personal ones like Hotmail. Certain domain companies will sell you an email with your website, which can be useful. Companies like Gmail also allow you to purchase a business email, cloud storage and video meeting software from around E4 a month through their [Gmail Workspace](#).



SALES

- Elevator pitch
- Finding work
- Pitching to clients
- Getting referrals
- Thinking strategically
- IP
- Winning new clients

MARKETING

- Branding
- Websites
- Video marketing
- Networking
- Social media
- Blogging

FINANCE

- Business set up
- Finance basics
- Business funding
- Contract mistakes
- Cash flow
- TYE & MTD
- Paid on time

WELLBEING

- Mental health
- Self-worth
- Imposter syndrome
- Difficult clients
- Burnout
- Chronic illness
- Advice section

Guides, templates, contracts, benefits



Business plan

Project planner

Social media guide

Templates: Cashflow,
late payment & invoice

Contracts: Sole
trader, NDA &
statement of
work

Free business
banking

Discounts: Insurance, tech,
high street, co-working etc

Financial health check

Webinars &
podcasts



How do I get involved?

**B-Enterprising or Lowri Owen
Request an application form**

Full Price: £95

Bangor students: **Free!**

<https://www.ipse.co.uk/member-benefits/ipse-incubator.html>

<https://www.ipse.co.uk>

Email: incubator@ipse.co.uk



Who is IPSE?

IPSE is the UK's only not-for-profit association dedicated to the self-employed.

Our mission is to empower, protect and connect our members for success

