



# Freelancing

## Developing a Freelance Career in the Media

### Task 3 – Business Skills

#### Objective

To identify your skills gaps and to develop a strategy for addressing them.

#### Aims

On completing these tasks you will have:  
A checklist of your skills and an idea of the gaps you need to address.

#### Instructions

You may have many of the personal qualities and competencies that will allow you to deal effectively with the rigours of earning your living in the freelance environment, you may be well trained in your chosen trade, but how good are your business skills and knowledge?

The task requires you to:

- Address your business competencies
- Plan your development requirements
- Understand where to seek help and advice.

Print out this worksheet, then complete the checklist below. Use the web-links in Section 9 of the Learning Materials to help you fill the gaps in your Business Skills know-how.

#### Worksheet

Do you have experience of keeping accounts and cashbooks?

Have you ever had to negotiate a fee or rate of pay?

Do you understand your responsibilities for Income Tax, National Insurance, VAT and (if you plan to set up a company) Corporation Tax?

Do you have an initial idea of overheads?

Do you know how much you need to live on?

Do you know how to organise cashflow?

Do you have experience of project management?

Do you know how to put a business plan together?