



The 7 Habits of Highly Paid Pinoy Online Freelancers

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GET THE BEST OUT OF THIS E-BOOK

Freelancing is a business model. And like any other business, it is built from ground up.

You may have an ONLINE JOB right now, but chances are, you are not FREELANCING. As a freelancer you don't work as an employee. And you don't work to be paid with pay checks for hours of work, but instead you are paid with a TALENT FEE for the VALUE you delivered.

Many will not understand this easily, because most of us are accustomed to the corporate world where we are paid by the hours of our labor.

For easy explanation, if you don't control your FEES, you don't control your WORK HOURS, you don't control your SCOPE OF WORK, you are not FREELANCING. You are a REMOTE EMPLOYEE. You only agree to what your employer want you to do.

As a FREELANCER you negotiate everything; the amount you will be paid, the time you will work, and what scope of work you do. You are working WITH the client and not FOR the client.

Although being a REMOTE EMPLOYEE, is not bad, actually it is a valuable stepping stone into FREELANCING. But you must not remain to be a remote employee if you want to be a freelancer.

To get the best our of this e-book. These habits must be applied IMMEDIATELY. And must be done CONSISTENTLY.

Reading and skimming will only give you more confusion. To understand them clearly, you must EXPERIENCE it. Immerse yourself into activity.

A community with like-minded people will be of great help. And it is actually the SECRET to success. This e-book is merely a guide.

Practice these habits in a community of REAL PEOPLE and you will understand the rest.

Thank you again for reading this short e-book, and I am hoping it will help you in your freelancing journey however small it maybe.

To your success,

Rene "creature of habit" Leanda

HABIT #1 – LOVE HELPING PEOPLE

Freelancing is all about giving service and money is just a by-product.

If you base your freelance career on income, you will not go far. You have to love the process of helping people.

An important context here is when I say “helping”, I mean in the business aspect. Helping for “charity” is different in helping from business. You can’t do both charity and business at the same time. Business means helping with MUTUAL BENEFITS, unlike charity where you expect nothing in return.

Helping or serving in the sense of using your skills to solve someone’s problem.

This must be part of your mission. To serve people.

And in fact, this trait is very abundant in us Filipinos. Thus, making us the one of the go-to countries when foreign online entrepreneurs are in search of freelance service providers.

Make this a habit:

If you are learning a skill, don’t just rely on reading books and watching videos. Apply it at once. Here are some ways you can help other people at the same time apply your newly learned skills.

- Try this skill to a friend or relative who needs it as pro-bono (free service). If you can charge for the service, that will be better. As long as they are satisfied with your service.*
- Share your knowledge to other people who are having a hard time learning the same skill. Engage with the community, ask questions and share your insights.*
- Start a project for your learning, and share it to other people or community. This may inspire or gain criticism from others. In this way, you can see your rooms for improvement, know what’s working and what’s not.*

HABIT #2 – CONNECTING WITH THE RIGHT PEOPLE

As what the famous quotes says “It’s not what you know, it’s who you know”. It really pays to have the right people in your network.

If you get to connect with the right people, you create synergy. You accomplish more than you can than you can imagine. Who would not want that?

This habit will teach you to DESIGN YOUR ENVIRONMENT. That is surrounding yourself with the right people. It’s not rejecting stereotypes, but more on CLASSIFYING the people you connect with.

There are three types of persons you should connect with:

- **MENTORS** – The ones who lead your way
- **BUDDIES** – The ones who walk with you along the way
- **STUDENTS** – The ones who you lead on their way

The ones who lead your way are your mentors and coaches. They are the ones who gives you advices and wisdom. You can have many mentors and coaches on each aspect of your life.

The ones who walk along with you are those of the same level with you. Whom you can collaborate with and share experiences and learn from each other.

The ones who you lead on their way are those who need help or seeking advice from you. Teaching your knowledge to others is the fastest way to master it. You learn more by teaching.

If you know the roles of each and every person in your network, you'll know exactly how to treat each and every one of them.

Make this a habit

Join communities and try to connect as many people as you need and categorize them into these three types of people. Who are your MENTORS, BUDDIES and STUDENTS?

HABIT #3 – LEVELING UP THE SKILLS THEY LOVE

Since freelancing is a skills-based business, you should have enough of them.

You can pile up as many skills as you want, but there should be ONE THAT YOU LOVE MOST.

If you're a writer, you probably love writing. If you're an artist, you probably love graphics arts and design. So on and so forth.

It is best to have at least three skills that complement each other.

- FB ads management > Copywriting > Landing page design
- Graphics Design > Motion Graphics > Video Editing
- WordPress Development > Graphic Design > Content Writing
- Email Copywriting > Landing Page Design > Automation Setup

Focusing on less will give you enough time and energy to mastering them quickly.

Don't get caught to the trap of **learning too much skills**. Skills hoarding can lead you to long hours of work and stuck to the income probably not enough for you and your family.

Make this a habit

Explore as many skills as you like.

As you go thru them, choose the ones you like and focus on them.

Practice them as much as possible, whether for your own projects, or for clients.

If you get paying clients, that's very good, but it's not bad doing pro-bono, especially if your goal is mastering.

HABIT #4 – FINDING THE PERFECT CLIENT

The perfect client is not only the one who pays you the most.

The perfect client is the one who respects you and knows your worth.

Avoid those “Clients from Hell” who thinks they own you because they are paying you.

Finding your perfect client is more important than getting paid big.

But keep in mind that a perfect client is also seeking the perfect service provider.

Being a perfect service provider is not being the highly skilled, but being the one that FITS.

This definition differs for everyone; because no one person is the same, but there those who blend well because of their difference.

If you are used to be interviewed by a prospect client, well as a freelancer, you have the right to interview your prospect client.

You must have the “Client Avatar” in your mind, so you can compare if your prospect is FIT.

Here's an example

- A middle-aged male US resident, engaged in the fitness industry
- Business owner who wants to expand his business
- Wants to build his list using YouTube and email marketing
- Not micromanaging
- Gives time freedom and gives way to creativity
- Only communicates thru email
- Gives learning material and helps me grow my own business

The more focused and detailed, the easier you can sort out your prospects. But as a consequence, they will be harder to find.

These qualities are DISCOVERED, meaning you can well define your perfect client, by dealing with more clients in the past. But it is ok if your avatar is not clear at the start, just start of with what you want.

Make this a habit:

*Think of the qualities your desired client. Preferably start with **the location, industry and service they need**. Try to connect with them and hop into an interview and ask questions.*

Develop a set of questions that will reveal their attitude, or simply relay your desired conditions (I only work on these hours, I don't like to be paid by hour and logged with screenshots, I only communicate thru email, etc.) and see how they react.

If you feel they "fit" and onboarded them as your client, take note of the good and bad qualities you like about them, and add them to the "Client Avatar" of your perfect client.

HABIT #5 – PRICING ON STEROIDS

The most important thing you should know about pricing is:

"You don't give each client the same price"

Each client has different problems, each have different capacity to pay and each have different perceived value for your service.

Also, in your part, your needs increases as time goes, and as you accumulated more clients. And therefore, you may need to spend more in some cases, especially on the demands of each client.

Most likely your first client will pay you in low rate, and you don't want that to happen forever. You need to charge your next clients higher, because you have accumulated more skills and experience.

There is NO STANDARD in pricing.

Your main goal is to SATISFY YOUR CLIENT in exchange to YOUR DESIRABLE PRICE.

Make this a habit:

Once you have gained a steady income from a paying client. Find another client who will pay you higher. At least 50% higher or double the price. If they bargained, at least make sure it is equal or a little higher than your previous client. If not, REJECT them and keep your current paying client.

You will have confidence in charging higher if you do this more often.

You will get a lot rejections if you charge more, and it's a good thing.

Aim for 2-3 high paying clients, and let go of the low paying ones.

Remember, it is best to have few high paying clients than a lot of low paying clients who will give you tons of work with low income.

HABIT #6 – PLAYING IT AS A TEAM GAME

If you are a service provider, time will come you cannot give service anymore, for so many reasons. Whether it be a health problem, family matters or you just want to rest from work.

There will come a time that you will come to a stop.

But if you play it as a team game, you will attain passive income.

Passive income is never achieved alone.

You need help from others.

That is why you need to create a network of service providers that can substitute you.

You can do it in different ways:

- Hire virtual assistants to do the job for you
- Collaborate with other freelancers or agencies
- Refer clients to other freelancers or agencies

Make this a habit:

As you connect with the 3 types of people (Habit #2), keep records of service providers you can work with. Try to build a group that help you achieve passive income.

HABIT #7 – FURTHER GROWING INCOME EXPONENTIALLY

If you are successful in hitting your desired income, probably you will have enough cash to spend and save. It is important to develop your financial literacy.

Now you are at the “making your money work for you” stage, especially if you are aiming for retirement.

As I have said, at the previous habit... “There will come a time that you will come to a stop.”

You must be aware of this, and be ready, AT ALL TIMES, even if you are still young and not retiring.

At this point you must be planning to be “WORKING ON YOUR BUSINESS” instead of “WORKING IN YOUR BUSINESS”. Meaning, establish your business so that it will NOT rely on your presence. Even if you leave, the business will run.

Also, aside from businesses, investments will play a big role, since it is the real essence of “making your money work for you” and passive income.

- Build your own agency (service providers)
- Build your own business (physical goods / e-commerce)
- Invest on other businesses

- Invest on stocks or forex
- Invest in Real Estate
- Health and life protection with investment
- Mutual funds

These are just some of what you can do. At this point, you would want to diversify. The goal is; get yourself out of the equation and make your money work for you, while you do the things you love in life.

Make this a habit:

Plan your business as soon as you get your target income.

Find persons with the same business model you would want and connect with them. Study and execute.

Learn Financial literacy and how your money can work for you.

Thank you for reading!

And again, as a reminder, APPLICATION is the key to success.

Keep these habits intact in your system, and there's no way you will fail.