

TIME TO REFLECT

When you finish a project it's a good opportunity for you to reflect on it and learn from what happened. If you make mistakes and don't evaluate them, you're destined to make those same mistakes again. Ways to reflect:

1. Your own personal evaluation
2. A more detailed evaluation from your client
3. Create a google form for both!

FEEDBACK YOU GIVE YOURSELF

1. What you did well
2. What you can improve on
3. Anything you learned
4. And some action steps moving forward

This comes back to the freelancer scientific method. We want to use the data that we got from our last project to make new hypotheses for our next and improve everything as we go. After you begin to see patterns in things that gobble up all your time you can begin to create systems to get through them more quickly.

Example of a system:

That system might include hiring someone to help you with that aspect OR creating some type of workflow where the tedious tasks are already finished.

The Fourth Question is important to consider especially as you're learning to raise your rates AND learning which clients you're really best suited for AND you really like working with. **Write it down** so you are less likely to forget what you want to do differently on the next project.

FEEDBACK FROM CLIENTS

It is important to remember that typically the feedback you get from a client isn't super helpful to really tell you how to get better as a freelancer.

This is only redundant if you make it redundant. Here are the ways you sell this to your client:

1. Let them know it's only 3 questions long
2. Pull all the pressure out of it for them to feel like they need to write you a novel.

The last question asks them why they picked you.

This lets you know how to pitch yourself in the future. If they tell you you did something specifically that stood out OR it was your portfolio you can take that and use it in your next project.

HOMEWORK

Go through your most recent project and leave yourself some feedback. Then if you're up for it send out the client feedback form to your most recent client.