



Know What Makes Your Freelance Business Unique

This short workbook is designed to support your brand development process by identifying ways you can stand out in the crowd and communicate your value to clients.

Reconnecting to your passions

The first three sheets ask 15 questions about who you are and how you work. Try to write two or three direct sentences for each question.

What do you do better than anyone else?

Answer here

When your dream client hires you, what is the reason you hope they give?

Answer here

When you finish a project for this dream client, what do you hope they will say on your testimonials page?

Answer here

What work gives you the most energy?

Answer here

Why did you select the niche that you focus on?

Answer here

Reconnecting to your passions

When do you feel most motivated?

Answer here

How would you characterize the difference between your work and of another professional you admire?

Answer here

When do you feel most relevant?

Answer here

If you could lead your clients to a better result, how would you describe it to them?

Answer here

What problems do you enjoy solving?

Answer here

Reconnecting to your passions

How is your process unique?

Answer here

What skills do you rely on when the going gets tough?

Answer here

How do other people describe your strengths?

Answer here

When has your work had a meaningful impact?

Answer here

When do your freelance projects go most smoothly for the client?

Answer here

Sketching the Self Portrait

Go through your answers so far and highlight the concepts and the words that keep coming up.

5 words that describe me

Answer here

5 words that describe my work

Answer here

Distill what you have so far into a rough paragraph. What is unique about who you are and the way you work?

Answer here

Tell me a story

It's important to ground the descriptions above in real-life examples that people can feel. Choose one of the attributes you identified before and tell a story from your previous work that illustrates that attribute.

Answer here

Shape your message

Lastly, try to write one clear sentence describing who you are and what you do. Remember that the goal is communicate something that only you can. It shouldn't sound like something that could appear on anyone else's website. You have room here to make several tries.

When you're done with this, return to the [4 Steps To Creating a Clear Freelance Brand](#) article on Nation1099.

Answer here



Tell your colleagues about Nation1099

Did you know that Nation1099 has a referral program? We enjoy giving our biggest fans valuable courses and coaching for free from some of our partners.

If the information and advice on Nation1099 helps you improve your freelance career, then please tell your colleagues about it.

[Sign up for our referral program](#)