

CREATIVE  
FREEDOM  
CO  
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FINE WINES

# THE FREELANCER'S STARTER KIT

A Legacy-Minded Business Starter for the  
New Era of Freelancers



# *This isn't Just a Side Hustle*

Welcome to The Freelancer's Starter Kit — your strategic, soul-aligned starting point to doing work that matters.

Whether you're just beginning or realigning after burnout, this guide is a stake in the ground.

You're not here for scraps. You're here for legacy. And this? It's your map.

From one seasoned solopreneur to another — let's skip the fluff and start building a business that doesn't just work... it works for you.

— Amanda

*Founder of The Creative Freedom Co.<sup>TM</sup>*

# *The Freedom Framework*

## **Structure for the Life You Actually Want**

### **Creative Freedom**

- You're here to create — not conform. Let's build a business that showcases your originality.

### **Time Freedom**

- Work smarter, set boundaries, and reclaim your time — mornings, weekends, and your peace.

### **Financial Freedom**

- You deserve income that isn't chained to the clock. Let's set the stage for sustainable, scalable wealth.

Legacy isn't built by accident. It starts with structure.





## ***Who this is for***

You already know you're meant for more.  
This is the first step to building it.

### **This is for the freelancer who:**

- Is tired of winging it
- Has taste and talent but lacks the systems
- Knows they're made for more
- Wants a path that doesn't require burnout

### **Ideal for:**

- ✓ Creatives pivoting out of burnout
- ✓ VAs ready to raise their rates
- ✓ Dreamers turning skills into services
- ✓ Anyone craving a clear, soul-aligned start





# *The Freelancer Foundation*

## **What You Actually Need to Start**

This isn't about fancy titles.  
It's about readiness.

### **Here's your minimalist starter pack:**

- A skill you can offer today
- Courage to start imperfectly
- Gmail, Stripe/PayPal, Google Docs, Zoom
- A reliable device (laptop, tablet, desktop)
- Google Drive or Dropbox for organizing
- A dedicated email address (ditch the @gmail)
- Canva (free or pro)
- Confidence that roars louder than imposter syndrome (even if you fake it at first)

# FREELANCER TYPE FINDER

Which Path Feels Like You?



## **The Creative:**

*You'll most likely love:*

Photography, Art,  
Canva, IG graphics,  
brand aesthetics,  
content scheduling

## **The Tech:**

*You'll most likely love:*

Automations, CRM  
systems, website  
development &  
support

## **The Executive:**

*Scheduling, inbox  
detoxing, client comms,  
event and travel  
planning*

## **The Ecomm:**

*Etsy, Shopify, product  
uploads, Pinterest*

# FREELANCER FOUNDATION SETUP CHECKLIST

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- ☐ Create a dedicated professional email address
- ☐ Set up payment processor of choice
- ☐ Create a free calendly account
- ☐ Create a Google Drive / Dropbox Folder for your freelance business
- ☐ Set up a Canva account (free or paid)
- ☐ Gather tools: Gmail, Stripe, Google Docs, Zoom
- ☐
- ☐
- ☐
- ☐

# RECOMMENDED TOOLS & TECH

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Because a well-oiled freelance business runs on solid systems.

## **Professional Email** (hello@yourdomain.com)

Gmail looks spammy to inbox filters. A domain-based email boosts your deliverability and your credibility.

## **Payment Processing**

- Square for client invoicing (bonus, you can also send contracts via square)
- Stripe for digital product sales

## **Storage**

Google Drive — clean, cloud-based, and where everything lives (client docs, assets, contracts, SOPs).

## **Scheduling**

Calendly (Free) — simple, sleek booking link. The free version does the job.

## **Design**

Canva Pro — totally worth it. Unlocks brand kits, resize tools, and premium templates.

## **All-in-One Platform**

[Systeme.io](#) — our HQ for website, checkout, email, and digital products. Affordable, powerful, and easy to use.



# SKILLS INVENTORY

## YOUR EXPERIENCE = YOUR EDGE

Time to dig in. What can you already do — or learn quickly? Even if you've never freelanced before, your work and life experience absolutely count.

***Circle anything that feels like a “yep, I’ve got this”  
(or a “I could totally figure that out”):***

- Write basic emails
- Organize calendars
- Create Canva graphics
- Write social media captions
- Upload blogs or Pinterest pins
- Manage inboxes
- Update spreadsheets
- Upload listings to Etsy or Shopify
- Format PDFs or e-books
- Send customer support emails
- Build workflows in Trello or ClickUp
- Photography
- Photo editing
- Podcast editing
- Retreat or event planning
- Community management
- Bookkeeping
- Accounting
- Website design
- Blogging
- Funnel Building
- Launch Specialist

### **Add Your Own Skills**

Think about what people always come to you for help with — chances are, there's gold in your natural strengths.

### ***Still stuck?***

*Ask yourself: What do people always ask me for help with?  
That's a clue. Follow it.*

# Craft an Offer That Converts

From Skills to Services — and Offers That Actually Sell

You don't need to reinvent yourself. You just need to connect the dots between your skills, the people you can help, and the result they're craving.

## **What You Do (a.k.a. Your Skillset)**

Refer to your Skills Inventory page and pick your top 1–3 skills you'd love to offer.

Ideally, start with something you genuinely enjoy doing — the kind of work that feels easy, fun, or deeply satisfying. That's your sweet spot — and likely the foundation of an offer you'll love (*and your clients will value*).

Skillset #1 \_\_\_\_\_

Skillset #2 \_\_\_\_\_


Skillset #3 \_\_\_\_\_

## **Who You Help**

Your skills are only half the story. Now define who they help. Be specific — it makes everything easier.

### **Ideas:**

- Small business owners
- Coaches & consultants
- Wellness professionals
- Busy creatives
- Online shop owners
- Course creators
- Event planners
- Nonprofits
- Content creators or influencers

 **Pro tip:** Think of one real person you'd love to help. Build your offer for them.

# Craft an Offer That Converts

Putting it all together

## ✓ The Outcome

What happens after someone works with you?

How is their life, business, or day-to-day better?

### Examples:

- Save them 10+ hours a week
- Grow their audience
- Increase product sales
- Help them launch faster
- Clear up digital clutter
- Reduce stress or tech overwhelm

How is their life better?\_\_\_\_\_

How is their business better?\_\_\_\_\_

How is their day-to-day better?\_\_\_\_\_

## Pull It All Together

Use this simple formula to test your offer idea:

*"I help [type of person] with [your service] so they can [result/outcome]."*

### Example:

*"I help wellness coaches write weekly email newsletters so they can grow their community and convert readers into paying clients."*

I help [type of person]\_\_\_\_\_

with [your service]\_\_\_\_\_

so they can [result/outcome]\_\_\_\_\_

# Price Like a Professional

You're not here to work for free or take what you can get.  
Set your rates with purpose.

Before you lean into hesitation or let all of the “*what ifs*” take the wheel.

Let's stop overthinking.

You don't need a full website, LLC, or perfect plan to make your first offer.

## **Tips:**

- Research your niche (industry groups, Upwork, peers)
- Calculate what you need to make monthly — and add 30%
- Don't fear premium pricing — you're delivering results, not hours.

**Legacy Tip:** Charge for your insight, not your inbox availability.



# First Offer Builder Worksheet

**Step 1:** Pick a problem you can solve today.

*Examples:*

- “I’ll create 15 social media graphics using your brand colors.”
- “I’ll organize your inbox and set up folders.”
- “I’ll write your next 3 email newsletters.”

**Step 2: Price it.**

- Entry offer: \$75–\$150
- Mid offer: \$150–\$300
- Premium support (monthly): \$500+

**Freelancer Field Guide Homework:**

Talk About What You Do

You don’t need a pitch deck. You need confidence.

**Here’s your script:**

*“Hey! I’m starting my freelance biz as a [virtual assistant] with a few openings. I’m offering [your service] at [\$price] for the next 2 clients.*

*Know anyone who needs help? I’d love to work with you or someone you refer!”*

- ✓ Send to 3 friends
- ✓ Post to Instagram Stories
- ✓ Drop it in a Facebook group
- ✓ If you are still scared to hit publish, copy & paste your offer into your email and send it over! I’ll happily respond and encourage you to share your offer.



# CLIENT JOURNEY SNAPSHOT

## **Map Your Workflow**

Give your clients a white-glove experience from day one.

## **Client Journey:**

Inquiry → Discovery Call → Proposal →  
Contract → Onboarding → Delivery →  
Offboarding → Referral Ask

**Pro Tip:** Systems don't make you robotic. They make you reliable.

## From Dream to Doing

- Define a signature service (don't overthink it)
- Clarify your ideal client + the problem you solve
- Set a launch date — even if it's a soft open
- Tell your people. Make your first offer. Iterate later.

You're building something real.  
Keep going.





*This Isn't My First Rodeo*  
*I'm Amanda — founder of The Creative Freedom Co. and*  
*Amanda Kraft Creative Group*

Before launching digital tools and strategy guides, I spent two decades behind the camera as an internationally published photographer. I've walked the road of burnout, wore all the hats, and built businesses that looked great on paper but didn't support the life I actually wanted.

These days, I'm all about helping women like you break free from soul-sucking 9–5s, scale creative businesses, and reclaim their time through freelance work and digital products.

Whether you're starting from scratch or pivoting into something that finally feels aligned — you're not too late, too old, or too inexperienced. You are capable, creative, and ready. And this space was made for you.

Ready to take the next step? I'm cheering you on.  
Let's build something real — and let it fund your freedom.



*DON'T RUSH  
SOMETHING YOU  
WANT TO LAST  
FOREVER*