



The Freelancer's Daily Calendar

247 Days of Not-So-Terrible Tasks



HOW to Use the Calendar

Freelancing: It's a mix of freedom, feast-or-famine, and occasionally Googling "What day is it?" or casually asking Siri, "Am I still a person?"

While we all love workin' in our pajamas (or elaborate Renaissance costumes, no judgment), staying on track can be tricky. That's why we made this calendar!

As freelancers ourselves, we've come to understand and appreciate the enormous value of straight-up being told what to do by someone else. Oh, the irony! Hey, don't tell our former boss we said that!

Every working day of this calendar is packed with a small, achievable task designed to help you chip away at those big freelancer goals, without feeling completely overwhelmed. Think of it as a little nudge to help you stay productive, creative, and maybe even giggle a bit along the way.

If you don't like one of the daily tasks or it just doesn't apply to you, skip to the last page of this calendar for some bonus tasks. OR skip around each month in the order you prefer. You're your own boss now, so do whatever the heck you want! Rip this calendar to shreds if ya want! No one can stop you! NO ONE! MWUAHAHAHAH!

Enjoy the calendar, and [feel free to message us to let us know how your journey is going.](#)



| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|--|--|--|---|--|-----|
| | | | | | | 1 |
| 2 | 3 Calculate your income goal for the year and break it down into monthly or quarterly targets. | 4 Define your boundaries—what you will and won't tolerate in your work relationships. | 5 Write down your definition of success for the year. Share it with a trusted friend. | 6 Create or refine your invoice template. | 7 Rate Review Day: Are your rates aligned with your experience & market trends this quarter? | 8 |
| 9 | 10 CEO Day: Spend 1 hour focusing on big-picture goals for your business. | 11 Choose 1 of your old LinkedIn posts and redesign it using Canva. | 12 Write down 1 financial goal you want to achieve this year, no matter how small. | 13 Build a list of dream clients or collaborators | 14 Write out a list of 10 reasons you're really freaking cool. Valentine's Day | 15 |
| 16 | 17 Create a <u>Calendly</u> account so clients can easily schedule time with you. President's Day | 18 Decide on a financial reward system for hitting milestones, like a treat or upgrade. | 19 Choose 1 skill, course, or certification to tackle this year. | 20 Tax Prep Day: Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 21 Take a 5-minute stretching break at the top of every working hour today. | 22 |
| 23 | 24 Content Day: Spend 1 hour creating content to promote your business. | 25 Check out networking events for the year, either in-person or virtual. | 26 Create a "Project Kickoff Checklist" that you can use for every new project. | 27 Calculate an emergency fund goal to cover at least 3 months of business expenses. | 28 Write an engaging LinkedIn post about the most boring thing that happened to you this week. | |

FEB

2025

2025 FOCUS:

- ✓ STRATEGY
- ✓ SPECIALITY
- ✓ SERVICE



Sometimes freelancing feels like you are blissfully drowning in a sweet milk chocolate river of possibilities and potential clients. Other times it'll feel like you're moving slower than the butt of a disappointed child stuck on a poorly designed playground slide in the middle of summer.

MAR

2025

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-------------------------------------|--|--|---|---|---|-----|
| | | | | | | 1 |
| 2 | Tax Prep Day: 3 Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 4 Write a 3-sentence elevator pitch for your business. | 5 Open your bank account app and just look at it. That's it for today. | 6 Order a pair of blue light-blocking glasses if you don't have them already. | Invoice Day: 7 Review any of your outstanding invoices and send follow-ups if needed. | 8 |
| 9 Daylight Savings Starts | 10 Ask ChatGPT to define "freelancing" then edit it to sound more human. | 11 Write a 5-step process for how you work with clients. | Tech Tune-Up Day: 12 Update your software, back up files, or address any tech issues you've been putting off. | 13 Create or refine your Statement of Work template. | 14 Choose, schedule, and stick to 5-10 days "off" over the next 5 months. | 15 |
| 16 | 17 Spend 15 minutes crafting a new tagline for your business. St. Patrick's Day | 18 Schedule your annual physical with your primary care provider. | 19 Define your "closing time" ritual so your brain and roomies know work is done for the day. | Content Day: 20 Spend 1 hour creating content to promote your business. | 21 Create a "rate" graphic that can be easily shared with interested clients. | 22 |
| 23 | 24 Create an FAQ document for your clients to reference during a project. | 25 Fine-tune, edit, or rewrite your LinkedIn bio. | 26 Make a list of all your current subscriptions and see what you can ditch. | 27 Write out a 4-step list of instructions on how to make a PB&J. | 28 Buy a small, quirky item for your desk that will make you smile. | 29 |
| 30 | 31 Schedule a dental cleaning. | | | | | |

**MARCH IS
A TRANSITIONAL
MONTH, WITH SOME
CLIENTS STILL IN
PLANNING MODE FOR
THE YEAR AHEAD.**



Not every contract you land is going to be the epitome of what you'd like to be known for in your life's work. But knowing what IS your epitome can provide enough excitement to keep you focused, fueled, and ready to keep growing your biz.

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|--|---|--|--|-----|
| | | CEO Day: 1 Spend 1 hour focusing on big-picture goals for your business. | 2 Create a checklist of tasks you'll do at the end of every project. | 3 Write down 5 questions you'll ask new clients during your first meeting. | 4 Create a custom Zoom background that captures your vibe. | 5 |
| 6 | 7 Write down 3 adjectives you want people to associate with your brand. | 8 Set a big purchase goal for your biz that you can start saving up for. | 9 Design an infographic on your morning routine in 5 steps. | 10 Squeeze in a nap today, and don't feel guilty about it! | Invoice Day: 11 Review any of your outstanding invoices and send follow-ups if needed. | 12 |
| 13 Passover begins | Tax Prep Day: 14 Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 15 Tax Day! | 16 Schedule a virtual coffee date with a friend or fellow freelancer. | 17 Calculate a scope creep fee. "Revisions beyond the initial three rounds are billed at \$X/hour." | 18 Try out <u>Grammarly</u> for the day. If you like it, consider subscribing. | 19 |
| 20 Easter Passover ends | 21 List 3 things that drain your energy and say no to at least 1 of them this week. | 22 Create a list of agencies that align with your skills and niche. | 23 Research the application process for each agency you wrote down yesterday. | Content Day: 24 Spend 1 hour creating content to promote your business. | 25 Clean and organize 1 desk drawer. | 26 |
| 27 | 28 Sketch 3 very rough logo ideas or reassess your current logo. | 29 Turn your logo sketch into a graphic asset using Canva. | 30 Look into IRAs, solo 401(k)s, or other options for freelancers and decide on a contribution plan. | | | |

APR

2025

TAX SEASON IS IN FULL SWING! STAY PREPARED, STAY ORGANIZED, AND TAKE DEEP BREATHS.



Even if you talk with only one other person about your goals, your commitment will be much stronger than if you keep it to yourself. When you're more comfortable, share your goals with more trusted friends, siblings, cousins, shamans, ferrets, cashiers, and mailmen.

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---------------------------|---|---|--|---|--|-----|
| | | | | 1 Design your business card or refresh the one you already have. | 2 Order your favorite takeout food for dinner tonight! | 3 |
| 4 | 5 Write down 3 accomplishments you're proud of from last month. | 6 Create an Excel sheet or document to track where your gigs come from. | 7 Create a follow-up email template to gather feedback at the end of a project. | 8 Look at your LinkedIn analytics and take note of which posts perform the best. | 9 Hydrate while listening to "Eye of the Tiger" by Survivor today. | 10 |
| 11 Mother's Day | 12 Draft an email to an imaginary client following up on an unpaid invoice –kind but firm. | Tax Prep Day: 13 Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 14 Draft a polite email to clarify an imaginary client's vague feedback. | 15 Redesign your LinkedIn header. | 16 Create a doc where you jot down every single compliment someone gives you about your work. | 17 |
| 18 | 19 Create a client communication preference checklist with their preferred mode, response time, and formality level. | 20 Buy your favorite fancy coffee or tea, guilt-free! | 21 Spend 20 minutes organizing your email into folders and archiving old threads. | Content Day: 22 Spend 1 hour creating content to promote your business. | 23 Write a list of ways to say "no" without sounding negative. | 24 |
| 25 | 26 Memorial Day | 27 Identify commonly used keywords on agency job postings and write them down for future applications. | 28 Share a piece of advice related to your work on LinkedIn that you think could help others. | 29 Ask someone to help you with something today. That's it. | Invoice Day: 30 Review any of your outstanding invoices and send follow-ups if needed. | 31 |

MAY

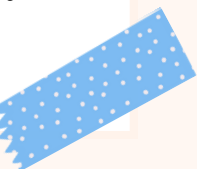
2025



CLIENTS OFTEN BEGIN BUDGETING FOR THE SECOND HALF OF THE YEAR IN MAY. THIS CAN BE A GOOD TIME TO PITCH LONG-TERM PROJECTS AND SECURE MORE SUBSTANTIAL WORK.



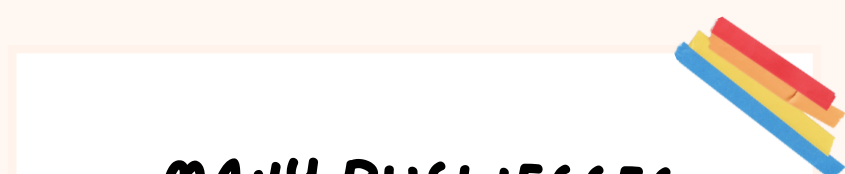
No matter what you include in your portfolio, make it your own! It should reflect your personality and work style. You should be continually updating and improving it. It does NOT have to be perfect and, like almost anything in this life of mortal peril, will never be.



| SUN | MON | TUE | WED | THU | FRI | SAT |
|---------------------------|--|---|---|--|---|-----|
| 1 | CEO Day: Spend 1 hour focusing on big-picture goals for your business. | Calculate how many gigs you'd need for the remainder of 2025 to meet your income goal. | Say "no" to one non-essential request, whether it's a work task or a social commitment. | Write a list of tasks to focus on during slow Summer months. | Create a long to-do list of stuff you've already done. Cross off each item with gusto. | |
| 8 | Check for any upcoming subscription renewals and decide if you still need them. | Connect with 3-5 employees from an agency you're especially interested in on LinkedIn. | Create or jazz up your email signature. | Tax Prep Day: Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | Rate Review Day: Are your rates aligned with your experience & market trends this quarter? | |
| 15 <i>Father's Day</i> | Q2 Taxes Due! | Write down 3 adjectives that your brand ISN'T. | Write down 1 thing you'd like to invest in for your business when funds allow. | Check your portfolio for broken links. Juneteenth | Don't bring any work stuff into your relaxation zone tonight. We'll allow a phone but no work! | |
| 22 | Practice setting boundaries with clients by drafting a "scope creep" email template. | Write down 5 cold email subject lines that grab attention and reflect your personality. | Content Day: Spend 1 hour creating content to promote your business. | Share a personal win or milestone on LinkedIn. | Invoice Day: Look at your invoice schedule and see if you can adjust it for better cash flow. | |
| 29 | Stay in your jammies all day. | | | | | |

JUN

2025



MANY BUSINESSES ARE PLANNING FOR SUMMER VACATIONS AND MAY NEED SUPPORT. IT'S A GREAT TIME TO OFFER EXTRA HELP.



Establishing a lounge area or other cozy place where you can "escape" from your home office area can be highly restorative. Separation of work and the rest of your life is important for your mental health!



| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|--|---|---|---|---|-----|
| | | 1 Revisit your why. Are you still aligned with the reason you became a freelancer? | 2 Write down 5 lessons learned from the first half of the year. | 3 Treat yourself for sticking with your freelance journey so far! | 4 Emotionally support your dog. Independence Day | 5 |
| 6 | 7 Take 10 minutes to list all the reasons you're qualified to do your job. | 8 Record a 2-minute pitch to practice introducing yourself to a potential client. | 9 Update your LinkedIn profile picture. | 10 Review last month's expenses and see where you could cut back. | 11 Tech Tune-Up Day: Update your software, back up files, or address any tech issues you've been putting off. | 12 |
| 13 | 14 Content Day: Spend 1 hour creating content to promote your business. | 15 Define what "work emergencies" actually mean to you. Write it down and stick to it. | 16 Research "Health Savings Account" and see if it's something you might be interested in. | 17 Generate a cold outreach email using ChatGPT and then tweak it to sound more like yourself. | 18 Do NOT eat lunch at your desk today. DO NOT!!! | 19 |
| 20 | 21 Leave 3 LinkedIn comments today that add value to a conversation. | 22 Draft an email to an imaginary client to gently remind them that you're waiting for feedback. | 23 List 5 common pain points your business can solve for clients. | 24 Tax Prep Day: Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 25 Write out 5 solutions for each of the 5 pain points you listed on Wednesday. | 26 |
| 27 | 28 Invoice Day: Review any of your outstanding invoices and send follow-ups if needed. | 29 Watch an episode of a TV show you loved as a kid. | 30 Rewrite the project descriptions in your portfolio to highlight the problem you solved. | 31 Ask a friend who's not in your field for feedback on your portfolio. | | |

JUL

2025



SUMMER SLOW DOWN IS HERE! THIS IS A GOOD TIME TO FOCUS ON LEARNING, GROWTH, AND PORTFOLIO-BUILDING.



Make calculated YOLOs: Take risks, but do the homework first. Reduce the risk where you can—mentally, financially, or otherwise—but know some things only reveal their potential once you're already on board.

AUG

2025

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|--|---|---|--|--|-----|
| | | | | | 1 Add a 10% "buffer" line item to your monthly budget for surprise expenses. | 2 |
| 3 | 4 Take 15 minutes to schedule in some time for non-work related activities. | 5 Create a client survey template to collect feedback from past and future clients. | 6 Set aside 15 minutes today to write on a random topic—don't use AI. | 7 Content Day: Spend 1 hour creating content to promote your business. | 8 Quit working earlier than usual today-- just because. | 9 |
| 10 | 11 CEO Day: Spend 1 hour focusing on big-picture goals for your business. | 12 Draft 3 questions to ask clients in your next meeting to better understand their big-picture strategy. | 13 Schedule an annual eye exam. | 14 Analyze your niche—is it still relevant and profitable? | 15 Buy a pair of "big pants." The bigger the better. | 16 |
| 17 | 18 Assess your desk chair for comfort and support. If it's stinky, consider a year-end tax-deductible purchase. | 19 Spend 30 minutes looking at job postings on agency websites. Jot down the most in-demand skills. | 20 Measure your skills against the ones you wrote down yesterday. Can you work on at least one? | 21 Listen to an industry podcast and pay close attention to how other people talk about your field. | 22 Invoice Day: Review any of your outstanding invoices and send follow-ups if needed. | 23 |
| 24 | 25 Offer to write a LinkedIn recommendation for someone you've worked with in the past. | 26 Take 5 minutes to write out a list of work stuff that's bugging you, then dramatically tear the paper up. | 27 Tax Prep Day: Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 28 Work somewhere other than your desk for a little bit today. | 29 Calculate your hourly rate based on this month's income—does it match your ideal rate? | 30 |
| 31 | | | | | | |

AUGUST IS THE QUIET BEFORE THE STORM. USE THIS TIME TO GET AHEAD ON ONGOING PROJECTS AND BUILD NEW CLIENT RELATIONSHIPS.



You may have the skills to qualify for tons of gigs out there, but are you **ACTUALLY** interested in **ACTUALLY DOING** the work? This matters. You don't want to create the same situation as you have in your salaried role over and over with each contract.

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|---|--|--|---|---|-----|
| | 1 Labor Day | 2 Post a poll or question on LinkedIn to spark engagement and connect with new people. | 3 Reach out to 1 former client to check in and ask if they have any upcoming projects. | 4 Draft a client intake form that gathers all the important information you need before starting a project. | 5 Identify your biggest unnecessary spending habit and brainstorm one way to curb it. | 6 |
| 7 | 8 Set a goal to pitch to 3-5 potential clients this week via email or LinkedIn. | 9 Ask a recent client for a testimonial to strengthen your credibility. | 10 Google one of your dream clients to find recent news you can mention in a cold email. | 11 Tax Prep Day: Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 12 Rate Review Day: Are your rates aligned with your experience & market trends this quarter? | 13 |
| 14 | 15 Q3 Taxes Due! | 16 Ask another recent client for a testimonial to strengthen your credibility. | 17 Schedule a virtual coffee date with a friend or fellow freelancer. | 18 Create a 3-slide carousel post using Canva on a piece of niche advice you love. | 19 Stock up your snack pantry! Make healthy choices? Eh. Sure. But fun ones too! | 20 |
| 21 | 22 Revisit your big purchase goal from April and start budgeting now. Rosh Hashanah begins | 23 Decide now what days you'll take off in November and December so you can let clients know early. | 24 Review your goals for 2025. What's still doable in the next 3 months? Rosh Hashanah ends | 25 Invoice Day: Review any of your outstanding invoices and send follow-ups if needed. | 26 Don't work. Take a 3-day weekend before the hustle and bustle of Q4 kicks in. | 27 |
| 28 | 29 Content Day: Spend 1 hour creating content to promote your business. | 30 List any ways you've overstepped your boundaries this month. How can you get back on track? | | | | |

SEP

2025

MANY COMPANIES ARE LOOKING AHEAD TO YEAR-END GOALS. IT'S A GOOD TIME TO PITCH PROJECTS THAT ALIGN WITH STRATEGIC GOALS AND PREP FOR THE HOLIDAY SEASON WORKLOAD.



Anytime someone offers you help... take it! And do not feel guilty. There will be a time when you can return the favor, no doubt. Because you are going to succeed, and you are amazing! You're good enough, smart enough, and gosh darnit...people like you!



| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|--|--|---|--|---|-----|
| | | | 1 Spend 30 minutes researching your competition. What are they offering? Yom Kippur begins | 2 Post a "Behind the Scenes" video on Instagram or LinkedIn. Yom Kippur ends | 3 Quick digital detox! Stay off your phone and computer for 30 minutes after work. | 4 |
| 5 | 6 CEO Day: Spend 1 hour focusing on big-picture goals for your business. | 7 Brainstorm a new service offering that you can promote for the upcoming holiday season. | 8 Revisit your definition of success from January. How are you doing so far? | 9 Set up a meeting with a mentor or peer to share your Q4 goals and get advice. | 10 Do your best to locate and eat an apple cider donut or comparable Fall treat. | 11 |
| 12 | 13 Experiment with a new content format you've never used before! Indigenous Peoples' Day | 14 Check your credit report for accuracy—this is free annually in most places. | 15 Create a "work emergency" contact list of people you can rely on for quick help when you need backup. | 16 Draft an email to an imaginary client to propose transitioning from project-based work to ongoing support. | 17 Invoice Day: Review any of your outstanding invoices and send follow-ups if needed. | 18 |
| 19 | 20 Clean out your digital downloads folder. Good luck. Diwali | 21 Update the doc where you jot down every single compliment someone gives you about your work. | 22 Refresh your LinkedIn skills and remove outdated ones. | 23 Tax Prep Day: Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 24 Create a micro-routine for transitioning between tasks (take three deep breaths, drink water, stretch). | 25 |
| 26 | 27 Content Day: Spend 1 hour creating content to promote your business. | 28 Take 30 minutes to research any recent changes in health insurance options for freelancers. | 29 Tackle the monster tangle of cords hiding beneath your desk. | 30 Brainstorm a scary freelancing "what if" scenario—and how you'd handle it. | 31 Do one thing that scares you today. Or just eat loads of candy. Halloween | |

OCT

2025

Q4 IS HERE! MANY COMPANIES WILL NEED HELP MEETING END-OF-YEAR GOALS. IT'S A PRIME TIME TO LOCK IN NEW CONTRACTS FOR THE LAST QUARTER.



Routines aren't just for toddlers. Try to think of your routine as a way you can stay centered and grounded in your daily life. Variety is great, but routines can provide the control and structure you need to achieve your goals in this crazy world!



NOV

2025

| SUN | MON | TUE | WED | THU | FRI | SAT |
|----------------------------|--|--|---|---|---|---|
| | | | | | | 1 Health Insurance Open Enrollment usually begins (if it still exists) |
| 2 Daylight Savings ends | 3 Start creating a pitch deck to share with potential clients in 2026. | 4 Vote and then treat yourself to lunch out! Election Day | 5 Look at your credit card statements. That's it today. | 6 Choose a financial "theme" for 2026. Example: build credit, reduce debt, or build savings. | 7 Buy a little something green or a sunlight lamp for your office. | 8 |
| 9 | 10 Tax Prep Day: Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 11 It's clean your screen day! Break out a microfiber cloth and wipe that thing down. Veterans Day | 12 Set a budget for holiday gifts and travel to avoid overspending. | 13 Refresh your LinkedIn headline and about me section. | 14 Start a 2026 digital vision board. We know it sounds cringe, but it does help. | 15 |
| 16 | 17 Finish your 2026 pitch deck that you started a couple weeks ago! | 18 Create a "top 10" list of things you learned this year in your freelance career and share it as a blog post. | 19 Content Day: Spend 1 hour creating content to promote your business. | 20 Update your portfolio with your best work from the year. | 21 Invoice Day: Review any of your outstanding invoices and send follow-ups if needed. | 22 |
| 23 | 24 Make a quick spreadsheet of your top 5 clients and how much income they've brought in this year. | 25 Reflect on the year and rewrite your 3-sentence elevator pitch. | 26 List 10 things you're thankful for in your freelance career—big or small. | 27 Thanksgiving | 28 Black Friday! Buy 1 thing that makes life easier in any capacity. | 29 |
| 30 | | | | | | |

IT'S BUDGET PLANNING SEASON! MANY COMPANIES WILL BEGIN TO ALLOCATE FUNDS FOR 2026 OR SPEND UP THEIR BUDGETS BEFORE THE YEAR IS OUT, SO BE PROACTIVE IN REACHING OUT TO SECURE WORK.



Observation is your superpower: Whether you're designing, writing, listening, or spotting trends, pay attention everywhere—farmer's markets, Dave And Buster's, social media, conversations, or industry events. You can sharpen any skill by watching the world closely!

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------------------|--|---|--|--|---|-----|
| | 1 Plan a small end-of-year treat or celebration for yourself. | 2 Donate to a charitable cause. | 3 Review your income and expenses for the year and see how they compare to your goals. | 4 Tech Tune-Up Day: Update your software, back up files, or address any tech issues you've been putting off. | 5 Check your business expenses to see if you need to make any year-end tax-deductible purchases. | 6 |
| 7 | 8 CEO Day: Spend 1 hour focusing on big-picture goals for your business. | 9 Invoice Day: Send your final invoices for the year and follow up on any outstanding payments. | 10 Identify your most profitable client or project of '25 and brainstorm how to replicate that success. | 11 Reflect on whether your current freelance niche still feels right for you. Do you still enjoy it? | 12 Content Day: Spend 1 hour creating content to promote your business. | 13 |
| 14 Chanukah begins | 15 List the 3 things you're most proud of accomplishing this year. | 16 Tax Prep Day: Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 17 Add a reminder in your calendar for when quarterly taxes are due. | 18 Create a "year in review" infographic for your freelance career and share it with your audience. | 19 Review your working hours this year and consider setting 2026 "office hours" for yourself. | 20 |
| 21 | 22 Declutter your workspace to start next year fresh. Chanukah ends | 23 Plan a <i>personal</i> goal for next year (travel, hobby, etc.). | 24 Do absolutely nothing. Unless it's napping or eating cookies. | 25 Christmas | 26 Kwanzaa begins | 27 |
| 28 | 29 Nah. | 30 Nah. | 31 New Year's Eve | | | |

DEC

2025

DECEMBER IS A TIME FOR REFLECTION AND GOAL SETTING, BUT IT'S ALSO OFTEN A SLOWER WORK PERIOD. USE THIS TIME TO RECHARGE AND PLAN FOR THE YEAR AHEAD.



No matter what you include in your portfolio, make it your own! It should reflect your personality and work style. You should always be updating and improving it. It does NOT have to be perfect and, like almost anything in this life of mortal peril, will never be.

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|---|--|---|--|--|-----|
| | | | | 1 New Year's Day Kwanzaa ends | 2 Write down a list of limiting beliefs you want to leave behind this year. | 3 |
| 4 | 5 Reach out to 3 potential clients or collaborators to get on their radar early. | 6 Content Day: Spend 1 hour creating content to promote your business. | 7 Calculate your income goal for the year and break it down into monthly or quarterly targets. | 8 Create or refine your invoice template. Don't forget to update the year! | 9 Rate Review Day: Are your rates aligned with your experience & market trends this quarter? | 10 |
| 11 | 12 See if there's a lot of buzz around any new trends or tools for 2026. | 13 Set a target for savings or an emergency fund for 2026. | 14 Tax Prep Day: Spend 30 minutes organizing receipts, tracking expenses, or reviewing income for tax purposes. | 15 Q4 Taxes Due! | 16 Write down your definition of success for the year. Share it with a trusted friend. | 17 |
| 18 | 19 Build a fresh list of dream clients or collaborators. | 20 Choose one skill, course, or certification to tackle this year. | 21 Write down a list of potential challenges you anticipate this year and brainstorm solutions. | 22 Make plans for how you'll celebrate your first big gig of the year. | 23 Invoice Day: Review any of your outstanding invoices and send follow-ups if needed. | 24 |
| 25 | 26 Check out networking events for the year, either in-person or virtual. | 27 Create or refine your Statement of Work template. | 28 Write your 2026 business mission statement. | 29 Organize your digital files and folders, and remove unnecessary stuff from your desktop. | 30 HAVE A PARTY!! You completed the calendar! Great job! | 31 |

JAN

2026

HAPPY NEW YEAR!
MANY BUSINESSES ARE STARTING FRESH WITH NEW BUDGETS AND PROJECTS, MAKING IT A PRIME TIME TO PITCH AND SECURE NEW CLIENTS.

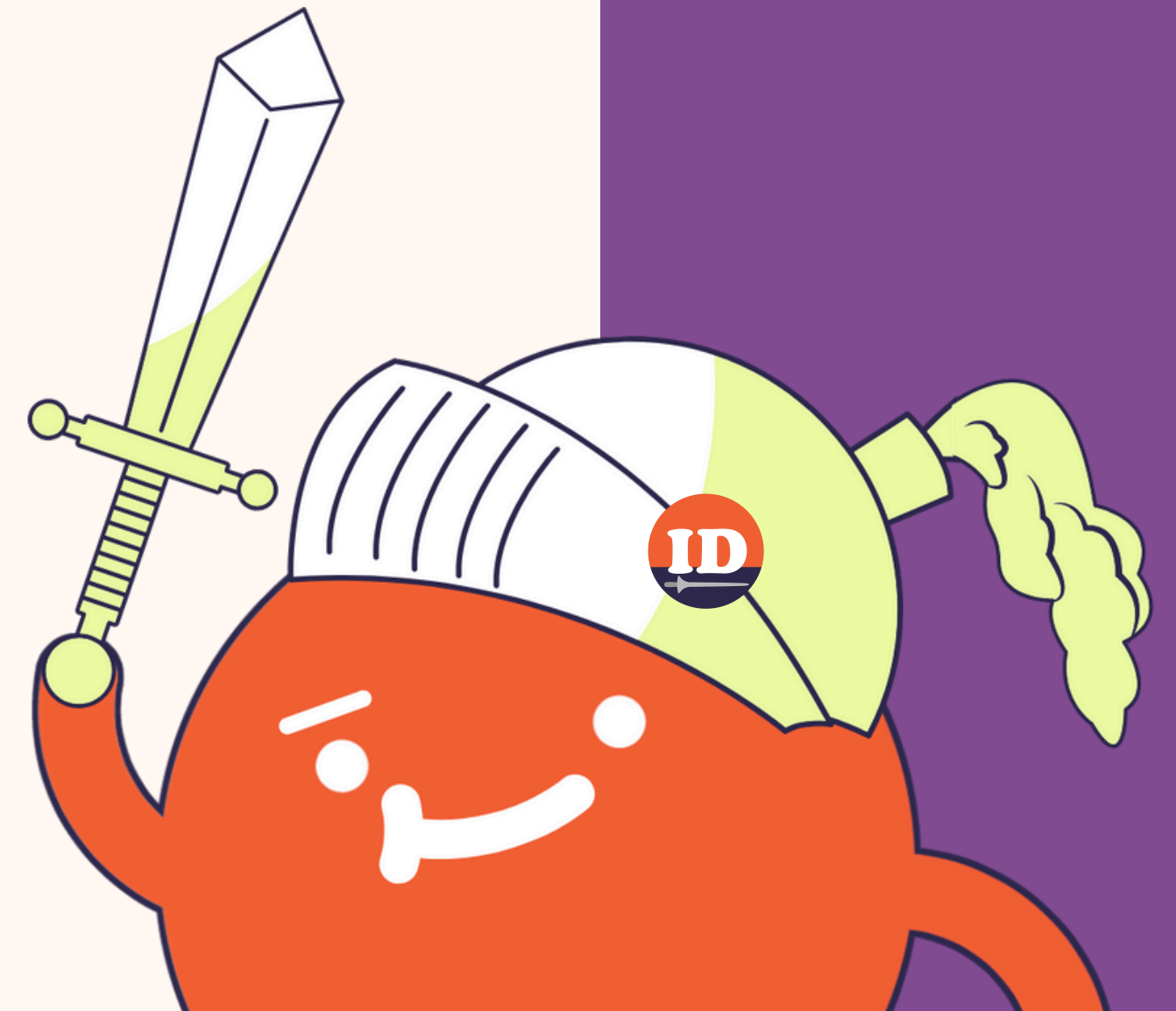


Success is not a straight line like many people think. Success is a messy path that goes up, down, left, right, and every-which-where. But that messy path DOES go up. So, don't give up. It's all about deliberate practice, persistence, and consistency.

BONUS Tasks

Not feeling one of your daily tasks or it just doesn't apply to you? Make a swap!

- Draft an email to an imaginary client who keeps getting your name totally wrong.
- Draft an email to an imaginary client explaining why their project timeline isn't realistic.
- Write down 3 surprising facts about your niche that you'd share in a client pitch.
- Make a list of 5 metaphors to describe what you do or your style (e.g., "I'm the Gandalf of eLearning—you shall not pass until you're 100% satisfied with my services.").
- Do a "brain dump" of all the thoughts in your head to clear your mind before starting the day. Delete it when you're done, or throw it in the trash!
- Set a 25-minute timer and work on one task without any distractions. No phones!
- Write down three things you did really well today. Snacking counts.
- Choose one task today to intentionally complete at 80% effort.
- Start a doc called "lessons learned" and start keeping notes of stuff you've learned from previous projects.
- Proofread your portfolio for grammar, spelling, and clarity.
- Analyze your portfolio as though you were a client. What's MISSING? Create one sample that addresses your missing piece before the end of the year.
- Draft a general cover letter for agencies that you can customize for every submission.
- Write a summary of your services that emphasizes outcomes rather than tasks/services you provide.



BONUS Tasks (cont.)

- Organize your computer's desktop! Move stuff that's unused to a secure folder so you're only keeping the essentials visible.
- Write a LinkedIn post about a project you're proud of.
- Send a thank you note to a colleague or connection who has helped you out recently.
- Choose a color palette for your brand. Check out <https://colors.co/> to get started.
- If your brand were represented by one actor, actress, or fictional character, who would you want it to be? Write down three reasons that's a good thing and three reasons that it's a bad thing.
- Are you operating as a sole proprietor, LLC, or another entity? Research whether changing your structure might help with tax savings or liability protection.
- Set aside \$5 (or any small amount) into your savings account today—small steps add up!
- Check your bank account fees—are there any ways to avoid them or switch accounts for a better deal?
- List three ways you could make extra money this month if needed (e.g., smaller gigs, selling templates).
- Create a budget for professional development—allocate funds for courses, books, or conferences.
- Research freelance marketplaces you're not currently on and set up a profile.
- Host a webinar or workshop to showcase your expertise and attract potential clients.
- Write a blog post about your niche expertise and share it on LinkedIn.
- Doodle a horse without looking at a photo. No, seriously. It's good for the brain.
- Treat someone who's cheered on your freelancing journey to coffee or lunch.
- Write a list of reasons why you deserve to rest, even if your work isn't perfect.



IDLance | Copyright 2025 | All Rights Reserved

