

# Freelance Toolkit

*Your Network,  
Your Narrative*



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DEPAUL UNIVERSITY

DIVISION OF STUDENT AFFAIRS

Career Center

# Introduction to Freelancing

## What is the Freelance Toolkit?

The Freelance Toolkit includes a variety of asynchronous resources that share introductory knowledge about freelance work. Internal and external resources will discuss the basics of how to get started as a freelance worker, what to consider as you build your brand, and helpful legal and tax information that is specific to freelance work.



## What is Inside of the Freelance Toolkit?

1

Introductory-level information about freelance work and how to get started

2

Online resources and e-materials for sustaining as a freelance worker

3

Interactive module about how to take control of your business's financial future



## Freelance Toolkit Learning Outcomes

- Learn about the benefits and challenges of freelance work
- Explore nontraditional career paths and opportunities across industries
- Apply what is learned about freelance work by putting knowledge into practice

# Introduction to Freelancing cont.

## What is Freelance Work?

Freelance work is a form of self-employment in which an individual offers their skills or services to clients on a project-by-project, contract, or temporary basis rather than working as a permanent employee for one organization.



### Freelance work is common in fields such as:

- Communications
- Media
- Design
- Writing
- Marketing
- Technology
- Consulting
- & other creative industries.

### Freelancers Typically:

- Work with multiple clients at a time
- Set their own rates, schedules, and workload
- Are paid per project, hourly, or by contract
- Handle their own taxes, benefits, and business expenses

### Why is Freelance important?

- Earn a supplemental income
- Create your own business
- Learn new industries & develop transferable skills
- Build additional work experience
- Offers extra flexibility in your career & life
- Provides an outlet to pursue a passion project
- Expands your professional network

# How to Get Started with Freelancing

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## Freelancing 101

- [Introduction to Freelancing](#)
- [How to Become a Freelancers](#)

## Freelance “Know Hows” and “Need to Knows”

- [How to Transition into a Full-time Job after Freelancing Full-time](#)
- [Freelance Worker Protection Act IL](#)
- [Lawyers for the Creative Arts](#)

## Interactive Module

- [Accountants for Creatives](#)
- [Know Your Worth](#)

**Accountants for Creatives** is a virtual accounting firm that specializes in helping artists, designers, photographers, makers, and other creative entrepreneurs with their finances. They handle things like bookkeeping, tax preparation & planning, and fractional CFO services. **Know Your Worth** was developed by Accountants for Creatives and is a simple free guide to navigating your finances.

## Employer Considerations When Hiring Freelance Workers

- [The Pros and Cons, Plus When to Hire Freelancers vs Full-time Employees](#)
- [Cost Benefits of Hiring Freelance](#)

## Personal Branding Resources

- [The Importance of Branding: Why Brand Matters](#)
- [How to Build a Powerful Personal Brand for Your Freelance Business](#)
- [The Psychology of Logo Design: How Colors, Shapes, and Fonts Impact Your Brand](#)
- [Logo Design Brief: How to Write One that Gets Amazing Results](#)
- [Personal Brand Statement Examples for Inspiration](#)
- [Why Freelancers Need a Personal Brand and How to Create One](#)

# Next Steps + Applying Lessons from the Freelance Toolkit

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## Handshake

Handshake is a career and job platform just for college students, recent graduates, and alumni that connects you with jobs, internships, career events, resources, and employers actively recruiting early talent.

See also: [Helping Students Get the Most From Handshake](#)

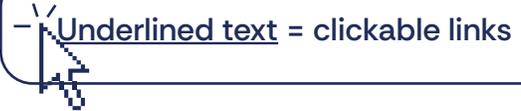


## Parker Dewey

What is a Parker Dewey Micro-Internship?

Parker Dewey is a platform that connects college students and recent graduates with short-term, paid professional projects called Micro-Internships. These are real work assignments (usually 10–40 hours) that help you gain hands-on experience, build your skills and resume, explore careers, and make professional connections—all on your own schedule.

# Additional Resources



The [DePaul Career Center Library](#) – Career Library is an online collection of career-building tools, guides, and activity sheets designed to help students with things like resumes, cover letters, job search strategies, interviews, internships, networking, and professional skills.

[Artisan Talent](#) is an award-winning creative, digital, and marketing staffing agency that connects talented designers, writers, marketers, and other creative professionals with full-time, freelance, and contract work at companies across the U.S.

[Creative Circle](#) is a major creative and marketing staffing agency that helps businesses find and hire designers, writers, digital marketers, UX professionals, and other creative talent – whether for freelance, contract, or full-time roles. They work with companies across the U.S. and Canada to match talented creatives with jobs and projects in areas like advertising, digital media, branding, and marketing.

#### [Resume and Portfolio Workshop E-Resources](#)

We have included a link to a Google Folder that contains resources from a Creative Circle workshop that was facilitated earlier this year. Materials include information about portfolio building and resume development.

[LinkedIn Learning: Freelancing](#) is a collection of online video courses and tutorials that help you learn how to start, grow, and manage a freelance career. It includes lessons on topics like finding clients, setting prices, managing projects, handling contracts, marketing yourself, financial planning, and communicating with clients.

## Job Boards

### General Freelance

**Upwork:** A vast marketplace for millions of freelancers in nearly every field, from engineering to writing.

**Fiverr:** Known for digital services, allowing freelancers to offer “gigs” or pre-packaged services.

**Freelancer.com:** A broad platform for various project types, similar to Upwork but with different fee structures.

**PeoplePerHour:** Connects freelancers with clients, especially strong in the UK market, with a focus on hourly and project-based work.

**Guru:** Offers a wide range of project types with flexible payment options and collaboration tools.

### Niche & Creative Job Boards

**Toptal:** Connects businesses with elite freelancers in tech, finance, and project management, featuring a rigorous screening process.

**Behance:** Ideal for visual creatives to showcase portfolios and find freelance design/creative roles.

**Dribbble:** A leading platform for designers to share work and get hired for freelance projects.

**99designs:** Focuses specifically on design contests for graphic design projects.

**Production Hub:** ProductionHUB is a global marketplace that connects production professionals with companies seeking skilled crew, freelancers, and vendors. Since 1999, it's been the go-to platform for finding quality work in film, TV, live events, and creative production. For crew gigs and freelancer projects, ProductionHUB delivers hand-picked leads matched to your skills and location, while giving you a place to showcase your portfolio and client reviews, helping you land the projects you want, on your terms.

**Animated Jobs:** Animated Jobs showcase the best Animation Jobs in the world.

### Remote & Specific Job Boards

**FlexJobs:** A subscription-based site with verified remote and flexible job listings across many categories.

**We Work Remotely:** One of the largest job boards for remote tech, marketing, and design roles.

**Authentic Jobs:** A board for designers, developers, and creative professionals.

**Working Nomads:** Curates remote jobs for digital nomads and traveling freelancers.

### Other Job Boards

**LinkedIn:** A professional networking site that also hosts many freelance and contract roles.

**TaskRabbit:** For local, on-demand tasks and services.