



Remember to Breathe:

Productivity Tips for Freelancers



Do I Even Want to be a Freelancer?

- Irregular Income
- Managing Personal Costs
- Work/Home Life Balance Issues
- Client Relationships
- Finding a Market or Niche
- Limitations of Time



Have a Plan



< | >

Sat 2/28

Paul Fishkind's Birth

Paul Fishkind

7 PM

Current

Current Moon 
Phase: Waxing

Current Moon Phase:

Current Moon

.....

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https://trello.com



-1	Bitfountain	David's To-Dos	Goals
ta Get Blogging	HLC Wellness Master	MelodyThemes	OrlandoStockPhotos
ent Posts Flexslider	thecommit.com	WordPress Hackathon	Create new board.
M Projects ⓘ Overview			
Solutions.org	Bungalower	Curriki Phase 4: Design Dev	Curriki Refinements
balCouncilOrlando.org	Grey Gorilla	Project Template	Small Tasks

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Tools of the Trade

- Track Your Time – Internal and External
 - Harvest, RescueTime, Toggl
- Keep Detailed Finances
 - Freshbooks, QuickBooks, Harvest
- Manage Projects Intelligently
 - Trello, Basecamp, Podio, Asana



Have a Process



Boards

Curriki Phase 4: Design Dev

1_OBM Projects

Private

Not Started

Design

Development

Completed

Edits to Staged Home Page

David Notes

Footer Logos

Backend Pages

Front End Pages

Indiv Page Headers

Search Results

Backend Pages

Home Page Design

Page Elements

Module Style Guide Review

Front End Style Guide

Search Bars

Members

Activity

David Laietta completed Footer: Add "partner logos" on Edits to Staged Home Page.

David Laietta on Backend Pages

Mark Bunker on Footer Icons



- wp-content
 - .htaccess
- my-obm
- obm
- obm.io
- obmdev.com
- orlandostockphoto
- ovr360
- pdetails
 - wp-content
 - themes
 - genesis-pov
 - css
 - images
 - js
 - lib
 - front-page
 - functions.
 - page-feat
 - page-inte
 - page-land
 - screensho
 - single.php
 - style.css
- sally
- sitehealthy.com
- startorlando.com
- stuffinapot.com
- testpros
- thenintendogamer
- transformtools.com
- wpamoeba.com
- wporlando.org
 - .htaccess
 - config.codekit
 - obm-dev.sublime-
 - php.ini
 - sftp-config.json
- staging.atsolutions.c

```
page-user-library.php x functions.php x
2  /*
3  * Child Theme Name: Power Details Child Theme for Genesis 2.1
4  * Author: Orange Blossom Media
5  * Url: http://orangeblossommedia.com/
6  */
7
8  /***** REGISTER CHILD THEME *****/
9
10 define( 'CHILD_THEME_NAME', 'pd' );
11 define( 'CHILD_THEME_URL', 'http://www1.powerdetails.com/' );
12
13
14 /***** THEME SETUP TIME *****/
15
16
17 // Activate the child theme
18 add_action('genesis_setup','pd_theme_setup', 15);
19
20 // we're putting all our core stuff in this function.
21 function pd_theme_setup() {
22
23     // Clean up wordpress and genesis and add things like our stylesheets and javascript libraries.
24     include_once( CHILD_DIR . '/lib/child_setup.php' ); // Required Do Not Delete.
25
26     // Holds all of our base child functions
27     include_once( CHILD_DIR . '/lib/child_theme_functions.php' );
28
29     // Holds all of our admin functions
30     include_once( CHILD_DIR . '/lib/admin_functions.php' );
31
32     // Holds all of our custom post type functions
33     // include_once( CHILD_DIR . '/lib/cpt_functions.php' );
34
35     // Don't update theme (it's custom right? so you don't need updates)
36     add_filter( 'http_request_args', 'pd_dont_update', 5, 2 );
37
38
39 /***** THEME SUPPORT *****/
40
41 // Turn On HTML5 Markup @since GENESIS 2.0 final
42 add_theme_support( 'html5' );
43
44 // Add structural support
45 add_theme_support( 'genesis-structural-wraps', array( 'header', 'nav', 'subnav', 'inner', 'footer-widgets', 'footer' ) );
46
47 // Menus
48 add_theme_support( 'genesis-menus', array(
49     'primary' => 'Primary Navigation Menu',
50     // 'secondary' => 'Footer Menu',
51 ) );
52
```



Line 1, Column 1

Tab Size: 4

PHP

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Staying Focused

- Remove Distractions
 - Maintain a Working Environment
 - Separate Office from Home
 - Differentiate Between On & Off Time
- Stick to a Routine
- Find Your Motivation
- Set Regular Goals – Daily/Weekly/Etc.



Have Perspective



The Customer is Not Always Right

- Know When to Say No
- Set Working Hours & Stick to Them
- Maintain Honesty and Accountability
- Keep Clients Happy Within Reason
- Garner Repeat Business and Word of Mouth Marketing



You Can't Do it All

- Build Your Support Team & Mentor Relationships
- Establish Network Fees/Barters
- Know Your Weaknesses - Fill Gaps in Knowledge/Skill
- Delegate to Maximize Your Impact
- Don't Overextend Promises
- Learn on the Job



Stay Connected

- Attend Conferences & Meetups
- Keep Tabs on Industry Leaders
- Make Time for Constant Learning
- Attend Events Outside of the Industry
- Make Time to Enjoy Yourself!



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