

YOUR SERVICES AS A FREELANCER IN THE FASHION INDUSTRY

Step 1: Decide Your Offer (design, technical, sourcing, etc)

(Hint: don't be afraid of being too specific!)

What do you love to do? List at least 3:

What are you really good at? List at least 3:

What are people willing to pay you to do? List at least 3:

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Step 2: Decide Your Market (women's active, startups, etc)

(Hint: don't be afraid of being too specific!)

What types of brands do you love to work with? List at least 3:

What types of brands are you really good at working with? List at least 3:

What types of brands are willing to pay you? List at least 3:

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Step 3: Use answers from step 1 + 2 to write 3 service offerings

(Hint: you can always change this later! Remember the rule of Niche + Broad:
you can choose a niche market + broad offer or vice versa.)

Example: I work with small women's activewear brands to help them with technical design (tech packs, grading, pattern drafting) so they can free up time to focus on trend research and don't get behind on design for the next season.

I work with _____
[market / type of brand]

to help them _____
[offer / service]

so they _____
[result / goal]

I work with _____
[market / type of brand]

to help them _____
[offer / service]

so they _____
[result / goal]

I work with _____
[market / type of brand]

to help them _____
[offer / service]

so they _____
[result / goal]