Sparling

The Thriving Creative

Successful Freelancing in the Creative Economy

A global creative freelance movement is happening – do you want to be part of it? Here is the playbook of freelance work practices to embrace the promise of self-employment and succeed within the growing creative sector. The global creative economy is booming, generating over $2 trillion in annual revenue according to the UN. Post-pandemic, freelancing is on the rise, as principal income or a side hustle. This book will show you how you can take your talents, join the freelance movement, and thrive within the creative economy. From choosing a niche and launching a freelance practice, to working with clients, managing the money, and looking after yourself as a freelancer, this book focuses on developing resilient freelancers and sustainable freelance practices. This holistic approach lifts creatives to succeed in the creative industries on their own terms. Surviving and thriving as a creative freelancer isn't easy, but mastering the skills in this book will improve the odds for recent graduates, career changers, students, and anyone aspiring to use their creative skills but unsure where to start.

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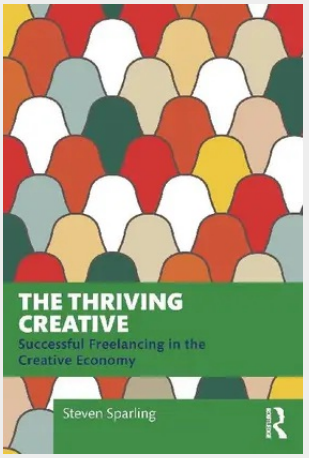

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