

# Ep 40: Making a Successful Career Pivot into the World of Freelance

## Passion, planning and follow-through



- Ensure you are making a pivot because it is your greatest passion.
  - The decision to pivot should be based on a calling, deep down in your gut that you can't ignore. It isn't an "easy way out" when you are having a bad day or feel stuck.
  - Get in the right mindset. This is a marathon not a sprint.
  - Reflect on your Personal Brand. Check-out our website for multiple episodes, blogs and worksheets on this topic.
- Build a step-by-step plan for getting there.
  - This is going to feel overwhelming. It does for everyone. Check out our worksheets for Eps 5 and 6 that have checklists to help you get started.
  - If a task feels daunting, back it up to something you can do now. For example, a social strategy starts with getting yourself up on Facebook, Instagram or LinkedIn.
  - Do one thing everyday. Pay attention to your energy and manage accordingly. But don't defer big tasks for small ones just because they feel easier.
- Start working through the steps of your plan.
  - You are going to feel like you have two jobs for awhile...because you do.
  - Set-up a tactical but realistic calendar of your activities to keep you on-track and accountable.
  - TALK to people to get support and help. Outsource if you need to.
- Set overall goals and key milestones.
  - Goals and milestones should be quantifiable and measurable. Don't make them generic just because you are afraid of not reaching them.
  - Be honest with yourself as to why you are not achieving your goals/milestones. Failure is just an opportunity to evaluate and recalibrate.
  - Pay attention to the cues and opportunities around you. Look for the signs!

### Areas to address immediately are:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
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### Action Plan:

Action	Timing	Progress	Complete