



The Free Agent Checklist

12 moves to independent income you actually own

I spent 12 years building my own book of business and keeping it independent. This is the no-BS checklist I wish someone had handed me. Work it top to bottom. Print it and check off each move as you make it, or run it as a gut-check. A move only counts when it is truly true, not almost true.

PHASE 1

Get honest *before you spend a dime*

- ☐ Name the specific problem you solve for a specific person. "Everyone" is not a customer.
- ☐ Pick a service you can sell now with skills you already have. Start with the offer, not a logo.
- ☐ Do the scam math on any "opportunity." If the money comes from recruiting instead of selling a real product or service, walk away.
- ☐ Set a number. What does month one need to earn to be worth your time? Write it down.

PHASE 2

Build the foundation *this weekend*

- ☐ Write one clear sentence: "I help [who] do [what] so they can [result]." Put it everywhere.
- ☐ List 20 people who already know, like, or trust you. That list is your first market.
- ☐ Get one piece of proof: a testimonial, a before-and-after, or a free result you can show.
- ☐ Set up the boring stuff once: a way to get paid, a way to book you, and one link to send people to.

PHASE 3

Land clients and keep them yours

- ☐ Reach out to 5 people from your list this week with a specific, no-pressure offer. Booked beats perfect.
- ☐ Track every lead and conversation in one place so nothing falls through. Your book of business starts here.
- ☐ Deliver, then ask for two things: a testimonial and a referral. Then repeat.
- ☐ Protect what you build. Your clients and relationships are YOURS. Never sign them away for a salary and an NDA without knowing exactly what you are giving up.

That is the whole game

Own the relationship, own the income. Nobody can fire you away from a book of business you built yourself.

Come build with me. Follow [@juliethbuilder](#), and reply to any newsletter. I read them. - Julie