Freelancer Starter Toolkit – 2025 Edition

This free toolkit is designed to help new and aspiring freelancers in Nigeria launch professionally and start making money with confidence.

Part 1: Freelance Proposal Template (Editable)

[Your Name/Brand]
Freelance Proposal
Client Name: [Insert Client's Name]
Date: [Insert Date]

Service Description:
I will provide [describe your freelance service here, e.g., content writing, social media management, web design, etc.]. This will include:

- *[Deliverable 1]*

- *[Deliverable 2]*

- *[Deliverable 3]*

Timeline:
The project will take [insert time] days to complete after payment/deposit is received.

Price Quote:

Project Fee: [Insert price in NGN or USD]
50% deposit before work begins

Payment Details:

Bank Transfer / PayPal / Wise / Flutterwave

Contact Info:

Email: [your@email.com]
WhatsApp: [+234 800 000 0000]

Let me know if you have any questions. Looking forward to working with you!

Part 2: Pricing Tips for Nigerian Freelancers

1. **Start With Entry-Level Rates** if you're a beginner, but raise them as your skills grow.

   o Writing: ₦3000 - ₦10,000 per 500-1000 words

   o Graphic Design: ₦5,000 - ₦20,000 per project

   o Social Media Management: ₦20,000 - ₦75,000/month

   o Web Design: ₦40,000 - ₦150,000+

2. **Bill Per Project or Monthly** instead of hourly to avoid undercharging.
3. **Always Collect a 50% Deposit Upfront**. This protects you from client ghosting.
4. **Charge in Dollars** when possible if you're working with international clients. Use PayPal, Wise, or Payoneer.
5. **Review and Adjust Your Rates** every 3-6 months as you gain experience.

Learn [how to setup a payoneer account in Nigeria](#) to receive freelance payment

Part 3: **Portfolio Checklist**

Even if you don't have clients yet, build a strong sample portfolio using the following tips:

For Writers:

   o Write 2-3 sample blog posts or landing pages

   o Save in Google Docs or create a Notion portfolio

For Designers:

   • Design logos, flyers, or mockup social media posts

   • Upload to Behance or Dribbble

For Web Developers:

   • Build demo websites using templates or imaginary brands

- Host on Netlify, GitHub Pages, or create a simple portfolio site

For Other Freelancers (VAs, Editors, etc.):

- Create "Before & After" samples

- Take screenshots of dashboard work (blur private data)

- Write a case study of how you'd help a business

Tools You Can Use:

Google Drive (Free folder to host samples)

Canva (For visual portfolio items)

Notion (Build a sleek, one-page portfolio)

Behance / Dribbble / Contently (for creatives)

Final Note

Your freelancing journey starts with a strong foundation. Use this toolkit to:

Send professional proposals

Price your services smartly

Build a solid sample portfolio

- ✓ Stay focused, keep learning, and treat freelancing like a real business.

Need More Help? Visit: Naijaonlinebiz.com for more guides, templates, and tools for Nigerian freelancers.

Want a free copy of this toolkit as a downloadable PDF? Download it now: ***Freelancer Starter Toolkit**

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Another Template

Part 1: Proposal Template (Editable)

Use this sample to pitch your services to clients via email or direct messages.

Subject: Let's Grow Your Business with [Your Skill]

Hi [Client's Name],

My name is [Your Name], and I'm a freelancer [your skill – e.g., content writer, web designer, etc.].

I came across your [website/social media page], and I noticed [mention something specific – e.g., "your blog hasn't been updated in a while" or "your site isn't mobile-optimized"].

I'd love to help you [solution – e.g., write engaging blog posts, redesign your website, grow your social media, etc.].

Here's what I offer:

- *[Service 1 – e.g., 4 blog posts/month]*
- *[Service 2 – e.g., on-page SEO optimization]*
- *[Service 3 – optional]*

Price: Starting at ₦[amount] or $[amount]
Delivery: [Timeframe – e.g., 5 working days]
Bonus: [Optional – e.g., free content calendar or design revision]

I've attached a few samples of my work [or drop a link]. Would love to hear your thoughts.

Thanks for your time!

Best regards,
*[**Your Name**]*
[Portfolio link or WhatsApp contact]
[LinkedIn/Twitter handle – optional]

Part 2: Pricing Tips

- **Don't undersell yourself!** Here are tips for setting fair freelance rates in Nigeria:

- **Start simple**: Charge based on skill, time, and value.

- **Hourly Rate (for consultations or ongoing work):** ₦3,000–₦10,000+

- **Per Project (web design, writing, etc.):** Start from ₦20,000 depending on scope.

- **Monthly Retainers (social media, SEO, etc.):** ₦50,000–₦300,000+

- **International Clients:** Charge in dollars via PayPal, Payoneer, or Wise.

- **Always collect 50% upfront** before starting any work.

Part 3: Portfolio Checklist

Even as a beginner, your portfolio shows proof of skill. Make sure it includes:

- ✓ 3–5 quality samples of your work
- ✓ Clear service description (what you do and for whom)
- ✓ Testimonials or mock reviews (even from friends or practice clients)
- ✓ About Me section (your story and background)
- ✓ Contact info (email, WhatsApp, or social media link)
- ✓ Optional: pricing info, frequently asked questions (FAQs)

Where to host it:

- Google Drive (simple, fast)

- Canva (design a one-pager)

- Behance or Dribbble (for creatives)

- Carrd or Notion (for a free one-page portfolio site)