
WEEK TWO

Welcome to the second week of the Mentor Her programme. Last week, was all about introductions, finding out more about your Mentee, who she is and what's she looking for. As she begins to find her footing in her industry and figure out the next steps to advancing her freelancing career, we want to ensure we have the ground work laid down.

WEEK TWO MANUAL INCLUDES:

- Approaching her freelancing career the same way you approach a business: finding the USP (Unique Selling Point) that will make her stand out from the crowd. As a freelancer, her business is very much based on who she is and what her experiences are so we want to delve deeper into what aspects she can draw on to highlight her uniqueness. By doing this, we will hopefully be able to identify what she brings to the table so that she can develop these characteristics moving forward.
- Looking at her personality. What personality types/traits are highly regarded in her industry? What type of quirks does she have that will reflect well on her career/personal branding?
- If she is just beginning her journey, your Mentee may not have relevant experience or qualifications to begin or grow her freelancing career. We look at some ways she could draw on other experiences/qualifications to demonstrate how she is unique in her work ethic.
- Looking at her niche and where she fits in the industry and what style she will utilise to become the go-to woman for that particular subject.
- Understanding that the most important thing in a freelancing career is very much like every other job or role: being professional.

QUESTIONS YOU CAN ASK HER:

- As a freelancer, what do you believe you bring to the table that is unique to you?
- What personality traits are highly regarded in your industry/niche (i.e. chirpiness, thoughtfulness, opinionated) etc.? What personality traits do you have that matches this? Do you have a story or anecdote to demonstrate this?
- What background/experience could you draw on that might put you ahead of others to get you your next job?
- What is your niche? What sub-category of your industry will you focus on? What type of style do you have that will allow you to become the go-to woman for this sub-category?
- In terms of becoming the most professional person in your industry, what do you feel you need to work on? (I.e. time management, email management etc.)