

FREELANCER  
HEALTH  
SELF  
STUDY  
WORKSHEET:



**NAME:**

**AARON SMITH**

**INDUSTRY:**

**IDENTITY & BRAND DESIGN FOR FOOD & BEVERAGE INDUSTRY**

**SPECIALIZATION/DIFFERENTIATOR:**

**BESPOKE, HIPSTER DESIGN W/ HUMBLE, HARD WORKING APPROACH**

**GOOD AT:**

**CUSTOM DRAWN LOGOS, MIXED MEDIA, DRAWING, PHOTOGRAPHY**

**INTERESTS/HOBBIES:**

**SURFING, FOODIE, SNOWBOARDING, VIDEO GAMES, POP-CULTURE,**

**PRINTED EPHERMERA, SPORTS, SPARTAN RACE**

**AVERAGE NUMBER OF HOURS WORKED PER DAY:**

**9**

**TIME SPENT (HOURS PER DAY) ON—**

**MARKETING:**

**CLIENT MGMT:**

**PROJECT MGMT:**

**HANDS ON:**

**.25**

**1.5**

**2.8**

**2**

**NUMBER OF LEADS (ANNUAL)**

**#PROPOSALS**

**CLOSE RATIO (%)**

**78**

**38**

**67%**

**REVENUE FROM PREVIOUS YEAR:**

**PROJECTED REVENUE THIS YEAR:**

**\$897,000**

**\$1,235,000**

**REVENUE + CASH  
AVAILABLE (INCOME)**

**DIVIDE BY BURN RATE  
MONTHLY (EXPENSES)**

**EQUALS RUNWAY  
(TIME TIL BANKRUPTCY)**

**\$176,420**

**\$42,000**

**4.2 MONTHS**




---

**NAME:**

---

**INDUSTRY:**

---

**SPECIALIZATION/DIFFERENTIATOR:**

---

**GOOD AT:**

---

**INTERESTS/HOBBIES:**

---

**AVERAGE NUMBER OF HOURS WORKED PER DAY:**

---

**TIME SPENT (HOURS PER DAY) ON—**

MARKETING:

CLIENT MGMT:

PROJECT MGMT:

HANDS ON:

---

**NUMBER OF LEADS (ANNUAL)**

**| #PROPOSALS**

**| CLOSE RATIO (%)**

---

**REVENUE FROM PREVIOUS YEAR:**

**| PROJECTED REVENUE THIS YEAR:**

---

**REVENUE + CASH  
AVAILABLE (INCOME)**

**DIVIDE BY BURN RATE  
MONTHLY (EXPENSES)**

**EQUALS RUNWAY  
(TIME TIL BANKRUPTCY)**

---