

STRINGFEST ANALYTICS

How to get your first job as a data
analytics contractor



As the saying goes, a journey of a thousand miles begins with a single step.

Similarly, the journey of a data business owner starts with a single contract.

Here's how to get there.

The misconception about finding leads

A common mistake for beginners is reaching out to established freelancers for leads.

In reality, these professionals will either use those leads themselves or share them with peers who can return the favor.

Instead, adopt the mindset that the best time to start was yesterday... meaning your prep work should begin well before the opportunity arises.



Be wary of working for exposure

Working too often and too much for exposure (volunteering, speaking at meetups, free events, etc.) can devalue your skills and sets you up for frustration. You'll often end up in a cycle of unpaid work and unmet expectations.

If you genuinely want to take the project, then do it! Just don't do anything *solely* for the potential of exposure.



It's important to draw the line between sharing your knowledge and giving away your time.

Content marketing means strategically showing your expertise to build your brand. Working for exposure means offering free labor in the hope that something paid might come later.

If what you're doing feels like thankless unpaid work, it's time to pull back. Offer enough value to demonstrate your skills, but make it clear that deeper services are paid.

The journey to your first dollar

Focus on getting to your first sale before worrying about scaling. That first dollar teaches you what clients actually value.

Your first offer could be a workshop, a short coaching session, or a small data analysis project.

Use the audience you've built through your content as the springboard.



Once you've landed a few clients, pay attention to what they respond to.

**What part of your service gets the best feedback?
What do people seem to value most?**

Focus on that, and don't get distracted by every new idea. Doubling down on what works will build your niche faster than trying to do everything.

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I'd love to hear your stories and questions...
whether you're still looking for your first
contract or already landed it.

And if you want more guidance on building
your freelance data career, check out my data
analytics coaching program at
[stringfestanalytics.com/analytics-career-
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