

Sarah Townsend

BESTSELLING AUTHOR | SPEAKER | COPYWRITER



About Sarah Townsend

Sarah Townsend has spent 20+ years as a freelance copywriter. Since sharing her knowledge in *Survival Skills for Freelancers* – the #1 bestselling guide to self-employment – Sarah has continued to support the freelance community through webinars, talks and events.

She has taken part in live events for organisations including Enterprise Nation, BBC Radio, the CIPR, CIPD, ITI and Content Marketing Association, been featured in *Forbes* and *UnderPinned*, and shared her advice on over 30 podcasts.

Popular webinars and workshops

Freelance life: a reality check

Available in a choice of formats: £240 + VAT
45-minute talk + 15-minute Q&A
15-minute intro + 45-minute Q&A

You'll learn about the power of community and connection, how to stay motivated and productive when working from home, and how to tackle self-doubt and the fear of failure. You'll come away with skills you can apply to your life right now – whether or not you decide freelance life is for you!

Wellbeing: your secret weapon

Available in a choice of formats: £240 + VAT
20-minute talk + 40-minute Q&A
45-minute talk + 15-minute Q&A

The secret to getting more enjoyment from self-employment is to prioritise your mental health and wellbeing. Learn to create better boundaries, to grow your support network and to take care of **you** in this inspiring workshop that'll change the way you look at success.

The mindset for success

3-hour interactive workshop: £680 + VAT

Do you have the right mindset to make a success of freelance life? Are you getting in your own way? Boost your confidence, tackle self-doubt and procrastination, and grasp the opportunities that exist for your

business in this interactive workshop. Learn practical ways to grow your network and make the most of your connections. Discover the power of saying no. Learn to set boundaries to improve your work-life balance. And leave knowing how to get more enjoyment from self-employment.

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Testimonials from event organisers

"Sarah joined our Freelance Business Masterclass to talk about survival skills for freelancers. The feedback from attendees was amazing: 'The most interesting freelance speaker I have seen so far', 'Very interesting talk with many great points', 'Great insights!' I highly recommend her for any event."

Elina Jutelyte, Freelance Business Community

"I invited Sarah to come and talk about how to survive and thrive as a freelancer to my third year fashion comms students at Northumbria University. What a whirlwind of advice, insights and reflection – invaluable for anyone looking to set up or grow their freelance business. Thank you, Sarah – fantastic support and heaps of fun, too!"

Katherine Wildman, University of Northumbria

"Invaluable advice delivered in a genuine and charming way. Our freelancers benefitted from Sarah's immense experience on a variety of topics including imposter syndrome, increasing rates and when to say no. Sarah candidly shared her wisdom on how to deal with each scenario inspiring many to employ her tried and tested tips."

Ann Brooks, Institute for Translation and Interpreting

"Sarah took part in a live interview – Freelance life: going it alone... together – for over 60 CIPR members. What a great webinar! It was one of the best virtual events and conversations I've helped to run – so much engagement, questions and interactions. When it comes to freelance life and self-employment, Sarah is a true expert. She is articulate, engaging and a confident speaker."

Katherine Stedman, CIPR Midlands

Featured subjects

- the fundamentals of freelancing
- three strategies to deal with isolation
- the mindset for success
- grasping opportunities and growing confidence
- trusting your instinct, and learning to say no
- why community wins over competition
- the importance of investing in your business
- imposter syndrome and self-doubt
- making the most of your network
- boundaries, balance and avoiding burnout

Feedback

"so much gold" | "inspiring webinar" |
"insightful" | "great discussion" |
"so interesting and informative"

Statistics



6k+



7.5k+



10k+