Teacher Answer Key

Case Study

1. Julia used engaging Instagram stories, clear service descriptions, and consistent posting to attract clients.

2. She maintained a color-coded spreadsheet of earnings and expenses, saved receipts, and set aside a tax savings bucket.

Multiple Choice

1. D

2. B

3. A

Matching

1-D, 2-A, 3-B, 4-E, 5-C

Fill-in-the-Blank

1) hourly rate, 2) schedule, 3) records

Short Answer (Sample Responses)

Q1: Research demand, set competitive rates, build marketing plan.

Q2: Allocates dedicated time slots, reduces distractions, increases focus.

Q3: Tracking income/expenses, saving receipts, understanding self-employment tax.