BECOMING A FREELANCE GURU

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IMPORTANT LEGAL STUFF

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DEFINITION OF FREELANCE

The word freelance is derived from the medieval term for a mercenary, a "freelance," which literally described a knight who was not attached to any particular lord, and could be hired for a given task. Freelance describes a position which entails earning money by being hired to work on different jobs for short periods of time rather than by having a permanent job with one employer.

A freelancer is a self-employed person working in a profession or trade in which full-time employment is also common. A freelancer is a term normally used for a person who is self-employed and is not necessarily committed to a particular employer full term. Freelance workers are sometimes represented by a company that hire freelance labour to clients;

others work independently or websites to get work. Freelance practice varies greatly among its practitioners. Some require clients to sign written contracts, while others may perform work based on verbal agreements.

One of the biggest misconception about freelancing is that freelancers are called that because they work for free. That is not the case, and as freelancers gain more and more experience in the field in which they specialize, they can command higher rates for their work,also most people think that freelancing is all about sitting at home and work comes to you. When in reality you have to fight hard for it

Freelancing cuts across different fields, professions and industries which include:

1. Administrative Assistance

2. Advertising Consultant

3. Animation

4. Architecture

5. Audio Production

6. Bumper Sticker Design

7. Business / Venture Funding

8. Business Planning

9. Business Writing

10. Career Counselling

11. Catering

12. Computer Networking

13. Computer Programming

14. Computer Technician

15. Computer Training

16. Copywriting

17. Creative Writing – Children's Books, screenwriting ,poetry e.t.c

18. Customer Service

19. Dog Training

20. Dog Walking

21. Drawing – Caricatures

22. E-commerce

23. Editing

24. Employee Recruitment – Employment Agency

25. Engineering – Civil, electrical, mechanical e.t.c

26. Event Planning

27. Event Promotion

28. Fashion Design

29. Financial Planning

30. Fine Arts.

31. Home Cleaning

32. House Painter

33. Image Management

34. Interior Design

35. Landscape design

TYPES OF FREELANCING

1) Independent Contractors

This group accounts for the biggest amount of independent workers out there and they are probably what you have in mind when you think of the term freelancer. These workers' full-time employment is freelancing; that is, independent contractors are hired on a project-to-project basis. Getting to work with different people all the time offers variety in life. You need to ensure that you perform your jobs well and be recognized as an expert in your field. Word of mouth is everything. Professional freelancers tend to work very hard as they are fully aware that their next project depends on the success of the one they are currently engaged in.

2) Night workers

As the name explains, night workers are those who after their traditional (9 to 5) job, work on a project (normally at night). These individuals do a little of both and must

manage the two: full-time traditional job, project-based work here and there. A more stable income is the advantage.

3) **Diversified** **Workers**

While night workers tend to reserve their freelancing efforts to the night, diversified workers do a little bit of everything throughout the day. A "typical" diversified worker will have one or more traditional, part-time job let's say, and also do some web-design freelancing on the weekend or on their spare time for example.

4) **Temporary** **Workers**

growing with increasing rapidity, these freelancers are hired on a temporary basis (normally full-time) to work for a certain organization; independent consultants being the most obvious example in this category. The number of temporary workers is growing rapidly and offers variety to those who crave it.

5) Freelance Business Owners

This category is reserved to business owners who have up to 5 employees in their company, that both, hire freelancers but also are considered freelancers themselves. Once you have established yourself as a freelancer and you cannot keep up with the demand on your services, this is the time to some consider expanding and hiring others.

CHAPTER TWO
HOW TO START
FREELANCING

MAKE AN INVENTORY OF YOUR FREELANCING SKILLS

What Can You Do, Exactly?

If you are considering freelancing you should choose an area that allows you to make use of your skills well. Begin by making a list of all your skills. Think of skills you picked up while you were employed. Things you have formally studied or trained for. And don't forget skills in your field that you learned on your own. Write until you can't think of anything more. And then ask your friends and family what they think you can do (again, not what you're good at but what you can already do). Stop only when you're sure you've exhausted all the possibilities. After completing your list, you may want to analyze your skills.

Now is the time to look at your skills and decide:

- which skills are you really good at?

- which skills do you enjoy doing most?

- which skills are in high demand?

SET YOUR FREELANCING GOALS

As a freelancer you need to set achievable goals, you must always set SMART goals. What is a SMART goal? It is:

Specific

Measurable

Attainable

Realistic

Time-bound

Specific. Your goal should be so specific you can see it, touch it, feel it, smell it and taste it when it has actually happened.

Measurable. You should be able to measure or count your goal. When your goal is measurable, it's easy to see how much farther you have to go.

Attainable. Every personal development expert will tell you to dream big. But practical goal setters will tell you to dream big … within your reach. Your goals should stretch you beyond your comfort zone, but not so far out that you're only setting yourself up for failure. So dream big within reason.

Realistic. Set goals you can achieve within a certain period of time

Time-bound. Your goal should have a time element.

Check on your competitors

The one thing you should watch out for is getting intimidated to the point that you decide you're not

good enough to get payment for your work. you need to find more about your competitors

Here are some easy ways to find them:

- **Google**

- **Twitter.** Go to search.twitter.com and type in your industry or service or even the name of a specific person.

- **Industry forums**. Keep your eyes open for service providers forum participants recommend.

- **Elance**

- **Your target clients.** Ask them whom they hire for specific services. They're usually responsive on Twitter.

Other things you need to know about your competitors are: look at their professional websites. You'll want to find out:

- The kind of services they offer

- how much they charge

- who their clients are

- How well they present and market themselves

- What their unique selling proposition is

- what your target clients want which your competitors don't address

You should note that you are not trying to do what your competitors are doing; you're going to distinguish yourself from them. Basically, you want to find out **how you can do better** than your

competitors in terms of the services you offer, your pricing, and your work ethics.

Network to find clients

Networking is about building relationships, it's easier and faster to find clients through networking than through other types of marketing activities, **to get started on finding your ideal clients** use Google to find suitable forums. Type into Google: "(niche or industry) forum." For example, if you're targeting software developers professionals, you would search for "software developers professionals forum," The problem with this approach is that you may not be eligible to join the same forum. In that case, you'll have to do more research to find out where they do hang out Maybe your target clients are members of business-oriented networks which are not focused on their industry alone. Another way to approach this is to network with those who are already in your target client's circles. This

person may never hire you, but can refer you to your target clients.

GET TESTIMONIALS OF YOUR FREELANCING PROWESS

Testimonials are important so your prospects know you're a reliable service provider, who's not going to leave them in the cold when they need you the most. if you are just start out as a freelancer there are some alternatives to get testimonials when you don't have one client yet.

Contact your previous employers and bosses: You could approach your previous employers and bosses those whom you're sure will say good things about you. Explain that you're going freelancing and need feedback to include in your marketing materials. Make sure to get permission to use the feedback, as

well as the person's full name, location (city and state will do), website URL, and photograph. When it comes to client testimonials or feedback, the more details you provide, the better. You'll want prospective clients to know that these are real people. As with references, your prospects should be able to trace these people and contact them, if necessary.

.**Do free work in exchange for testimonials**: This is a good strategy if you have absolutely no testimonials or have very few to begin with. You will find many people who are interested in this kind of bartering in the forums that you should be a member of. You could always say that you only want their honest feedback both positive and negative. Or, that you want their testimonial only if they are genuinely

happy with your services. Otherwise, you welcome their suggestions for improving yourself.

A benefit of this strategy is that these "free clients" could become eventually regular paying clients. Or, they could refer paying clients to you later on.

BUILD YOUR FREELANCING PORTFOLIO

Many potential clients are not bothered about any qualifications you have, they simply want to see what you have done in the past and judge whether it is the right fit for them Therefore, if you are good at what you do and can demonstrate your skills through a quality portfolio and positive client testimonials, you have every chance of success. To work for high-paying clients, you need to demonstrate that you are *worth* big money by doing good work. So don't be afraid to do *pro bono* work for the right clients when you are first starting out. The free work you

do at this stage can ultimately be priceless when it clearly communicates your worth to future potential clients via an extensive portfolio and glowing testimonials. Also, offering your services at no cost is a gentle introduction into the world of freelancing where you do not feel the pressure of having to deliver a service of requisite value.

DECIDE WHAT YOUR CLIENTS WANT

The first question you need to ask yourself is, "Who's my ideal client?" The best way to answer this question is by figuring out:

- who wants your services

- who is willing and able to pay what you want to charge

You want a client who wants your services rather than one who needs it but may not be aware of it. A client may need your services but not want it. In that

case, you'll have to educate that client and work that much harder to get him or her to want your services.On the other hand, with clients who want your services, your only task will be to convince them that you're the best person for the job.

Who Is Your Target Client?

Determine as many specific qualities as you can about your target client, such as:

- gender

- age

- marital status

- residence

- occupation

- annual income

- industry

- life goals

- hobbies

Or think of specific people you know who fit into your idea of your target client. That is only the first step. The next step is to find out what your target client wants. Getting to know your target client is now much easier than ever, thanks to the Internet. If you can identify 2-3 specific people online who fit the profile of your target client, your market research will get much easier. Here are some things you can do

- Follow them on Twitter and listen to their Twitter stream.

- Read their blog. Comment and start interacting regularly.

- Subscribe to their newsletter.

- Be a fan of their Face book page.

If you're feeling up to it, you might even request a quick Email interview. Ask three questions, tops, so choose your questions well.

Even if you don't have specific people in mind, you should, at the very least, research the general industry you're interested in serving.

- Go to Google and look for the most relevant sites, blogs and forums in the industry.

- While you're in Google, set up your Google reader to send you daily Emails with the latest updates on the industry.

- Search for the industry term in Alltop.com.

- Use Tweet deck or Twitter search to see what people are tweeting about

As you're doing all this, take note of the problems people are stressing about. Do any of your skills address these problems? Also be on the lookout for mention of service providers who seem to be doing well in your target clients' circles.

By now you should have a pretty good idea of what your target clients want. However, this is an ongoing exercise. You need to keep track of your target clients and the industry they're in. Set aside a few minutes every day or every week to visit the sites, blogs and forums you discovered.

What about forums you have to pay to join? If your budget allows it, join the best one. It'll be well worth it if the forum allows you to interact with your target

clients. For now, keep that image of your target client in your mind. He or she will be the most important person in your freelancing business from now on.

CHAPTER THREE

ESTABLISH YOUR

WEBSITE PRESENCE

Establish Your Website Presence

Setting up your own professional website is very important in your freelancing business. Even if your target clients are offline businesses, you should still have a professional website. First of all, your prospective clients are sure to Google your name when they scope you out. What will they see when they do this? Hopefully, they'll find a website that's professional, easy to navigate and convince them that you're the person to hire. Another reason you should have a professional website is because it will work for you, like a brochure, resume or business card that's available 24/7 – as long as your website is up and running, of course. In fact, many freelancers don't even use business cards or other printed marketing materials.

Make Your Clients Communication Templates

Creating templates will help you systematize communication with your clients.

What kind Templates Do You Need?

Your templates should include:

- project proposal/bid/quotation

- terms of agreement or a contract

- submission of completed project

- invoice

- receipt

- request for feedback

Your templates don't need to be fancy in terms of the layout. Use your business name and logo, if you have one. Otherwise, your name will suffice.

Basic Principles of Client Communication

When preparing your templates, keep these basic communication principles in mind:

- **Be professional.** You don't need to be stiff and formal, but don't use colloquial terms, either. Even if your prospect is a friend or acquaintance, make it clear in your communication that this is a commercial transaction.

- **Be extremely detailed, specific and clear.** You can avoid a lot of miscommunication by making sure that expectations are clearly spelled out. By this I mean, what the client can expect from you (such as outputs and deadlines), as well as what you expect from your client (for instance, prompt replies to your queries and timely payment).

- **Be positive.** Always be gracious in your communication. It never hurts to say "thank

you" all the time. Even when you're demanding something from you client, you can state it in a positive way. One way to do this is to always state things in terms of how your client will benefit from fulfilling your request. For instance, "I need your response by tomorrow so I can submit the first draft on Tuesday."

- **Double-check and then check again for accuracy.** Before sending out anything to your client read and re-read and then read the piece again. Make sure everything is accurate: the client's name, company name, contact details, project details, deadlines, rates and other details.

CHAPTER FOUR

MAKE A MARKETING PLAN FOR YOUR FREELANCE BUSINESS

Make A Marketing Plan For Your Freelance Business

Your marketing plan is how you intend to get in front of your target clients

Your marketing plan should have the following:

- Your freelancing goals and objectives

- An analysis of your target clients

- Marketing activities

- Schedule of implementation

- Monitoring and evaluation

Marketing Activities & Schedule

Under marketing activities, brainstorm how you can meet your target clients, or network with those who interact with them regularly. Here are some activities of marketing activities:

- Publish a blog post weekly about a topic your target clients are interested in.

- Submit articles in article directories.

- Create a Twitter/Face book/LinkedIn account and network with prospective clients there.

- Join an online forum.

- Attend a live conference.

- Give away a white paper or special report.

- Join freelancing job boards and bidding sites.

Until you get yourself fully booked, marketing is an ongoing activity. Even then, you'll still have to continue networking and marketing, although on a much lesser scale – just in case your current projects dry up or end.

Monitoring and Evaluation

Monitoring and evaluation are often the most neglected parts of any plan. You need to create a plan to monitor and evaluate the success or failure of your plan.

For example, in terms of monitoring, make a list of things you're going to keep an eye on, to find out how well your marketing plan is working. For example:

- your blog's traffic, in terms of number of unique visitors daily

- number of queries you receive from prospective clients

- where prospective clients hear about you

- number of projects you receive per month

- number of bids you win from Elance or other bidding sites per month

- income you make per month

You should be able to know how you can get all this information. For instance, don't include "degree of prospects' liking and trust towards me" as something you will monitor, because you simply can't measure or observe that.

Set aside time, say every month, to go over these numbers to decide which of your marketing activities are really working. Then, regularly tweak and adjust your marketing plan until you reach your freelancing goals.

CHAPTER FIVE

TRACK YOUR FRELANCING INCOME AND EXPENSES

TRACK YOUR FRELANCING

INCOME AND EXPENSES

Why Do You need To Track Your Income and Expenses

Even if you're only freelancing part-time or as a sideline, you'll see many benefits from tracking your income and expenses, such as:

- You'll be able to see at a glance if you're really making money. You can easily tell how much money you're making, how much you're spending, and how much is left over.

- You'll be able to track the growth of your freelancing business.

- You can see which clients or types of services are bringing in most of your earnings.

- You and/or your accountant will have a much easier time when you file your income tax.

Compete in The Freelance Marketplace

Guidelines for competing:

➢ **Be committed.** It takes time, energy and sometimes money (some sites charge a membership fee) to find quality freelancing jobs

➢ **Be selective.** Don't waste your time competing with bottom feeders for low-paying

assignments, or jobs you'd be miserable doing. Move on and keep looking..

➤ **Be persistent.** You'll win some, you'll lose some. Don't let a few disappointments stop you; your persistence will pay off.

➤ **Be flexible.** You may not be able to charge your published rates on Elance, but the network you create by gaining clients on Elance is worth it.

➤ **Be confident.** You're selling your services, so be unique and be bold with your offers but make sure you deliver

CHAPTER SIX

MISTAKES TO AVOID AS A FREELANCER

Mistakes to avoid as a freelancer

Chances are, if you've been freelancing for a while you've made your fair share of mistakes. If you're a new freelancer, maybe you haven't made all the same mistakes *yet*, but you probably will before long. When working as a freelancer, there are some mistakes or common traps that can set you or your freelance business back, listed below are some mistakes to avoid:

1. Getting Too Comfortable

Getting too comfortable is a risk, you need to keep learning new things, tools and techniques so as not to fall behind. Don't allow yourself to get too comfortable with where you are and what you are

doing. It is important that you keep learning new things.

2. Working without a plan

As a freelancer you need to develop a business plan and strategy. Like where do you want to be in one year, five years, or 20 years? If you are just working along with no regard to what comes next, you are in trouble. It will be hard to get there if you don't even know where you are going.

3. Underestimating Your Work

One of the major problems with most new freelancers is that they severely undervalue their time and work. Doing projects for free or at very low cost, tells clients that is what you are worth. Establish pricing

that makes sense in your market and is in line with the services you offer and stick to it.

4. Taking On Every Project That Comes Your Way

. Don't get stuck taking on every project that comes your way and either creating something that embarrasses you or that is overwhelming because you already have a full work load.

These are four projects to avoid:

1. Projects that involves something you don't really know how to do

2. Projects from clients that don't actually know what they want or balk at paying from the start.

3. Projects that give you that uncomfortable feeling. This can include anything from things you just don't believe in, have concerns about the legality of, and just don't feel like you can do well.

4. Projects from family members or close friends are always tricky. It's hard to say no, but sometimes it is the best thing so that feelings don't get hurt and relationships are not strained.

5. Getting too comfortable with your current Clients

The truth about working as a freelancer is that any client could disappear any day. The solution is to expand your client base and ensure that you have good working relationships with your current clients. Some of it goes back to strategy as well. Do you have

a plan for how to replace a client (and the coordinating revenue stream) if necessary?

6. TAKING ON MORE WORK THAN YOU CAN HANDLE

Once people know that you are good at what you do, they are likely to want to give you more work and refer you to friends. It's easy to want to say "yes" to everyone when the freelance job offers start pouring in. But it's important to know your own limits and strategically reject projects to make sure you can truly manage your workload. Successful freelancing is all about balance Figure out what your standards are, set boundaries on what types of work and clients are best for you, and say no to projects that don't hit that bar. Always remember that when you say no to something, you are allowing yourself to use that block of time to say yes to something that makes sense."

WEBSITES WHERE YOU CAN GET

FREELANCING JOBS

99designs: A platform for freelance designers, 99designs lets you compete in design contests and get feedback as clients choose the best ones. It's a great way for talented designers to prove their talents. 99designs welcomes freelance designers of all sorts, whether they specialize in advertising, merchandise, packaging, graphic work or illustration. Companies that are seeking freelance workers build a design brief, which 99designs launches as a prize-based contest open to its global network of designers in that category. Although only one freelancer will ultimately win, entering these contests is great practice and can help you build up your portfolio.

Aquent: Digital creative and marketing professionals can find work around the globe through Aquent staffing agency. You can choose from remote or on-site opportunities, and even look for contract-to-hire positions. The company also offers practical skills training through its free online courses, which can give freelancers a significant edge in the marketplace.

The Creative Group: The Creative Group specializes in job placement for professionals in creative fields like marketing, art, graphic design, copywriting, photography and more. While the listings include some contract-to-

hire and full-time positions, you can use the "freelance" filter to narrow your search.

Crowded: Crowded simultaneously recruits independent workers and aggregates freelance job postings from hundreds of on-demand platforms to solve the supply-and-demand problems on both ends of the freelance equation. For freelancers, Crowded helps gather a wide variety of opportunities in one place, making it simple to find a steady stream of jobs.

CrowdSource: Crowdsource is one of the largest freelance work teams on the market, specializing in content creation, review and moderation for retailers, online publishers and media companies. The company breaks larger editorial tasks into micro tasks. Qualified freelancers can choose to work on these tasks through the website's WorkStation platform. If you perform well, you'll receive higher compensation and access to additional work.

Flexjobs: Flexjobs offers listings for part-time and freelance positions in more than 50 career tracks. The company hand screens each telecommuting job, so you can be sure that you're applying for a position with a legitimate company. Flexjobs also offers skills testing, job search tips and special members-only discounts through the site's partners.

Fiverr: Fiverr is a little different from your average freelance job-listing website. Instead of having companies

post their projects so freelancers can apply, this site has freelancers create "gigs" based on what they're best at. That way, freelancers sell their services to the companies that find them. You can categorize your gig by keyword so it shows up in multiple searches.

Freelancer.com: The "world's largest outsourcing marketplace" offers freelancers several options for work, including project-based jobs, hourly work and contests. freelancer.com members can browse jobs that match their specific skill sets and apply to their chosen openings directly.

Guru: Like many freelance job websites, Guru displays a freelancer's portfolio, which includes reviews, past jobs and how much that person has earned through the site, so companies can verify the quality of a potential worker. The site also shows how much a particular company has spent on Guru Freelancers, so job seekers can make an educated decision about the companies they want to work for. Search for work by category, location and fixed versus hourly jobs.

Krop: A job-search board and portfolio builder in one krop allows creative and tech professionals to put together personalized websites showcasing their skills to employers. The site features a mix of full-time, part-time and freelance work, searchable by location and keywords.

Peer Hustle: This recently launched app makes the process of finding and accepting jobs almost

instantaneous. Like Uber, peer Hustle relies on geo location, meaning you're only competing with freelancers in your area for jobs posted by local companies. You can work remotely or in person, and communicate with potential clients in real time. Peer Hustle also guarantees that you'll be paid for a job well done: Your gig doesn't begin until the client funds an escrow account, which is released to you when your work meets the client's satisfaction.

Toptal: If you're a software developer, Toptal can help you find great work opportunities, fast. This marketplace puts all of its applicants through a series of screenings, tests and interviews and only accepts the top 3 percent of applicants. Because of this rigorous prescreening, potential employers know that members of Toptal's freelancer network are highly talented and ready to work immediately.

Upwork: With over 1.5 million clients, Upwork (previously oDesk) offers something for every type of freelancer. It accommodates both short- and long-term projects, hourly or per-project work and expert-level and entry-level engagements. Regardless of where you are in your career, Upwork is likely to have something for you.

Upwork is a revamped, robust platform that connects companies with more than 10 million freelancers who are looking for contract jobs. Freelancers in knowledge work

industries such as Web and mobile development, writing, sales and marketing, design and consulting can chat with potential and current clients, and accept or decline job opportunities directly within the Upwork mobile app. You can also display your "work status" to interested companies, which lets others know how quickly you can reply to job invitations.

Craigslist.com: Although most people see Craigslist as just a platform for buying and selling miscellaneous things, it's actually a great source of freelance jobs. You can easily browse for local offerings if you prefer something in-office, or you can search by major cities if you prefer working remotely.

Peopleperhour.com: This is a great platform, focusing on freelancing for web projects. If you're a designer, web developer, SEO specialist, etc., peopleperhour is definitely worth checking out..

DemandMedia.com: Demand Media is a platform for creative types, including writers, filmmakers, producers, photographers and more. You work with the site to create

unique content, engage audiences and promote your talents.

CollegeRecruiter.com: As the name might suggest, College Recruiter is for college students or recent graduates looking for freelance jobs of any type. In addition to being a source for part-time work, it can be a great way to jumpstart your career.

GetACoder.com: This site is for freelance writers, web designers and programmers -- exactly what small businesses need to get a website idea off the ground. GetACoder offers millions of smaller-scale projects to choose from.

iFreelance.com: This platform accommodates some of the usual suspects of the freelancing world (writers, editors, coders, etc.) but also features freelance marketers as well. Unlike other sites, iFreelance lets you keep 100 percent of your earnings.

Project4hire.com: With hundreds of project categories, Project4hire makes it easy to identify jobs that suit your skillset, without scanning through large volumes of posts. It's great for coders, consultants, designers and more.

SimplyHired.com: With a wider range than most other freelance platforms offer, SimplyHired is perfect for everyone from salespeople to construction workers. It includes a blog with hiring tips, a company directory and location-based search.Whether you're a programmer, designer, expert, college student or something in between, there's a freelance platform out there for you. Check out the sites above to get started today!

<u>Other Great Websites To Get</u>

<u>Freelancing Jobs</u>

- ❖ Damongo.com

- ❖ DemandStudios.com

- ❖ Fourerr.com

- ❖ Findeavor.com

- ❖ FlexJobs.com

- ❖ Freelanced.com

- ❖ GenuineJobs.com

- ❖ Gigblasters.com

- ❖ Gigbucks.com

- ❖ Gigbux.com

- ❖ Gigdollars.com

- ❖ Greatlance.com

- ❖ Guru.com

- ❖ HelpCove.com

- ❖ iFreelance.com

- ❖ IMGiGz.com

- ❖ JustAnswer.com

- ❖ JobBoy.com

- ❖ MechanicalTurk.com

- ❖ Microworkers.com

- ❖ Minijobz.com

- ❖ RapidWorkers.com

- ❖ ShortTask.com

- ❖ SmashingJobs.com

- ❖ Staff.com

- ❖ StudentFreelancing.com

- ❖ Taskr.com

- ❖ TenBux.com

- ❖ Tutor.com

- ❖ WeWorkRemotely.com

- ❖ Workhoppers.com

- ❖ YunoJuno.com

- ❖ Zeerk.com

Freelance Websites For

Writers & Editors

- ❖ Freelance Writing Gigs

- ❖ Freelance Writing Jobs (Canadian)

- ❖ Government Bids

- ❖ Journalism Jobs

- ❖ Online Writing Jobs

- ❖ ProbloggerJobs.com

- ❖ RedGage.com

- ❖ Scribendi.com

- ❖ TaskArmy.com

- ❖ TextBroker.com

- ❖ Triond.com

- ❖ WriterBay.com

For Graphics Designers & computer Programmers:

- ❖ 99Designs.com

- ❖ ArtWanted.com

- ❖ AuthenticJobs.com

- ❖ Behance.com

- ❖ ComputerAssistant.com

- ❖ CrowdSpring.com

- ❖ Coroflot.com

- ❖ DesignCrowd.com

- ❖ EnvatoStudio.com

- ❖ FieldNation.com

- ❖ Geniuzz.com

- ❖ GetACoder.com

- ❖ HexiDesign.com

- ❖ Joomlancers.com

- ❖ ProgrammerMeetDesigner.com

- ❖ Project4Hire.com

- ❖ SEOClerks.com

- ❖ Smashing Jobs.com

- ❖ TopCoder.com

- ❖ Toptal.com

CHAPTER SEVEN
ADVANTAGES OF
FREELANCING

Advantages Of Freelancing

1) ***More Flexible Hours***: The first advantage of becoming a freelancer is that you can work whenever you want. You get to choose your own hours. If you want to sleep in until noon, you can do that. If you want to take the weekend off so you can explore the city, by all means, go for it. As a freelancer, you can actually work during your most productive hours, and those hours don't have to fall in during regular business hours.

2) ***You get to work wherever you want***: As a freelancer you can choose to work wherever you want .You are no longer stuck in an office or even in your home. Find a place in which you work best. You could work in a park, at the library, or in your living room

3) ***You are your own boss***: When you are a freelancer, you are the one in charge of the assignments you accept, you get to build the career that you want. Unlike an employee, you have the freedom of full control over the work you take on, and for whom you work. You no longer have to answer to anyone but your clients and yourself. You are free to do as you please, when you please. Making all the tough decisions just became your responsibility; you have all the control.

4) ***You Keep All the Profits***: No longer do you have to work for a flat rate, no matter how large the projects are that you complete. Now, you get to allocate or keep all the profits from your large and small projects and clients. This gives you the freedom to then use that money to improve yourself and expand your business.

DISADVANTAGES OF FREELANCING.

1) *Not Steady or Reliable Workloads*: Unfortunately, being a freelancer means that your income and your workload are unstable and inconsistent. For the most part, you won't be able to depend on any regular project, client, or profit, whereas you would know the exact pay you'll receive at a traditional job.

2) *Distinguishing between Work and Personal Time*: Being your own boss and working from your home also means that it can be difficult to distinguish between your work time and your personal life. This means that you can work long hours and never make time for your personal interests.

3) ***Not Getting Paid***: *Being* a freelancer also means that you run the risk of not getting paid. This is fairly common in the freelance world, and one more hat you'll have to wear is that of a debt collector. There are ways to protect yourself from non-paying clients, but sometimes you won't realize you're at risk until it's too late.

4) ***No Employer Benefits***: Health benefits are expensive. Depending on your current health, switching to a freelance lifestyle might not be in your best interest. Also, starting your own freelance business means you no longer have paid sick days or vacation time to use. Every day you don't work is a day you won't get paid.

TECH TOOLS FOR FREELANCING

Every business, especially solo operations like freelancing, needs the right tools to run effectively. As a new freelancer, you may not think of yourself as a business owner, but in reality, that's exactly what

you are. You're marketing your services ; writing, graphic design, photography, proof reading etc. to various companies and getting paid for your time and effort. You're filling out invoices and tax forms, and keeping your portfolio updated for prospective clients, just like many other types of small businesses. Whether you're freelancing full time or just doing a side project or two for extra income, here are some tech tools that can help you manage your business better.

Organization and project management

Basecamp

Basecamp is typically used by teams, but this Web-based project management software can be very useful for freelancers who want to keep clients in the loop about ongoing projects. With unlimited users for each package

level, you can invite any of your clients to view your Basecamp and get details on your progress with their tasks. You can also determine which users have access to individual projects, so your clients will see only what's relevant to them.

Dropbox

Every freelancer needs a reliable file-sharing and Cloud storage solution Whether you need to back up and store data, share documents or collaborate on projects, a cloud service like Dropbox lets you access your files anytime, anywhere there is an Internet connection using your computer or mobile device.

Wunderlist

Staying organized is key to a freelancer's success. Wunderlist is a simple, intuitive to-do list app that can be accessed on your desktop or on mobile devices for free. To-dos can be organized by project and by client, and then broken down by tasks needed to complete each

item. Additional features include the ability to add notes and files (such as photos and spreadsheets) to each to-do item, set deadlines, and create reminders and automatic data syncing across all devices.

Trello

Say goodbye to sticky notes, disorganized calendars and overwhelming to-do lists with Trello This project management tool lets you keep track of ideas, to-do lists, things currently in progress and completed tasks using a virtual, Pinterest-like whiteboard. Each item is set up as a "card" that you can drag and drop within and across categories, making it easy to organize projects and your entire freelance business. Start using Trello with a free account.

Time Management

My Minutes

My Minutes is an iOS app that helps you meet productivity goals by budgeting your time. It uses an "at least" and "at most" system, such as "spending at least two hours on Client A's project" and "spending at most an hour on emails." The app can also send daily notifications of your to-do list, as well as motivate you with alerts when you have reached a goal or are close to hitting one. My Minutes can be downloaded for free from the Apple App Store.

RescueTime

If you're billing by the hour, it is critical to understand how you're spending your time. **RescueTime** works in the background of your computer or mobile device, tracking the amount of time you spend on applications and websites, as well as time spent away from your desk.

Toggl

Another useful time tracking software for freelancers is **Toggl** , a Web-based software that allows you to easily

create, start and stop timers for tasks with a single click. You can categorize timed tasks by client, add tags and mark them as "billable," which also serves to keep you organized when you're juggling multiple projects. The basic version of Toggl is free, and gives you unlimited projects and detailed reports of your time.

Accounting

Harvest

Take the guesswork out of billing clients. **Harvest** offers an all-in-one solution that both tracks time and does all the number-crunching for you. In addition to one-click time tracking — simply click Start when you begin and Stop when you've finished — Harvest can automatically generate invoices based on time worked, log and analyze expenses, create professional-looking estimates and more.

FreshBooks

Simplify your accounting system **FreshBooks** is a cloud-based accounting software system for non-accountants. It not only tracks billable hours, but also integrates them with an easy online invoicing system that automatically calculates totals and taxes to quickly generate invoices. FreshBooks also offers hassle-free expense tracking that automatically imports and categorizes expenses from bank accounts and credit cards, and it logs expenses simply by taking a snapshot of receipts. Its financial reporting tools include expense reports, quarterly analysis, profits and losses, payments collected, tax summaries and more.

Zoho Books

As Business News Daily's pick for best micro-business accounting software Zoho Books is an ideal solution for freelancers who want a simple, un-cluttered approach to accounting. It allows you to create and send invoices, track expenses, sync your bank accounts and create reports on the Web or via its mobile app. While it's a bit

higher priced than other accounting solutions, at $24 a month (after a free 14-day trial), Zoho Books gives you the best bang for your buck by including access to all of its features, plus unlimited everything.

Businees Operations

EchoSign

Signing contracts, proposals, agreements and other types of paperwork is a significant part of being a freelancer. EchoSign, Adobe's secure electronic signature solution, lets freelancers use any Web browser or mobile device to send and e-sign documents, eliminating the time wasted in printing, signing, scanning and sending files. EchoSign also features tracking capabilities when documents are viewed and signed, and works with popular file formats like Word, PDF, Excel, PowerPoint and more.