



Welcome to the **Co**Grammar Self-Employment Webinar

Questions? Drop them in the chat.



Agenda

- Looking at the Gig Economy
- Pros & Cons to Freelance Work
- Setting Your Market Rates
- Finding Freelance Contracts
- Recording Your Achievement
- Q&A

**SKILLS
FOR LIFE**

SKILLS BOOTCAMPS



Department
for Education

Path to Self-Employment

CoGrammar

Overview of the “Gig Economy”







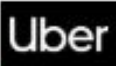






The “Gig Economy” refers to a free market system in which temporary positions are common and organizations hire independent workers for short-term commitments.

Examples of gig workers include freelancers, independent contractors, project-based workers and temporary or part-time hires. Gig apps and digital technology are often used to connect customers and gig workers.

Overview of the “Gig Economy”

On a global scale, data from The World Bank shows that the global gig economy accounts for up to 12% of the labor market, which is much higher than previous estimates for the total number of gig workers. Additionally, research from Staffing Industry Analysts estimates that the gig economy generated \$5.4 trillion (USD) in revenue in 2022.

Overview of the “Gig Economy”

Sector	Description	Sub-Sectors Included	Example Platforms
Asset-Sharing Services	Digital platforms that facilitate short-term P2P rentals of one owner’s (or “freelancer”) property to another individual	Home-sharing, car-sharing, boat-sharing, parking space-sharing, P2P equipment sharing	 HomeAway  
Transportation-Based Services	Digital platforms that require a freelance driver to complete the requested transport service	Ride-sharing, carpooling, restaurant delivery, and goods delivery	 BlaBlaCar  Careem  DOORDASH  Uber
Professional Services	Digital platforms that connect freelancers directly with businesses to complete projects	Business work, microwork, design, tech/coding, writing/translation, administrative	 upwork™  CATALANT  guru™
Handmade Goods, Household & Miscellaneous Services (HGHM)	Digital platforms for freelancers to sell homemade crafts or offer on-demand services for household-related tasks	Home-services, babysitting, handmade crafts, tutoring, pet services, and misc. (DJ, events, etc.)	 Care.com  Airtasker  Etsy

Freelancing Pros vs Cons to consider:

<ul style="list-style-type: none">• Flexible Hours, connectivity from Anywhere	<ul style="list-style-type: none">• Lack of traditional employee benefits (i.e. Insurance, paid leave, wellness benefits. Etc.
<ul style="list-style-type: none">• Better Work-Life Balance	<ul style="list-style-type: none">• Irregular Income
<ul style="list-style-type: none">• Independence from management (be your own boss)	<ul style="list-style-type: none">• Complex Tax issues
<ul style="list-style-type: none">• Variety to work projects & tasks – choose projects that interest you and compliment your skillset across a variety	<ul style="list-style-type: none">• Self-Isolation, lack of sense of connectivity, workplace culture & “team” environment

Questions to ask yourself before getting started

- How much money do I need to make to support my lifestyle?
- How much money do I want to make as a goal?
- What do other freelancers charge for similar services?
- How much money would I make as a full-time employee?
- What expenses do I have as a freelance business owner?
- What is the specific skill set that I am bringing to the table and offering to clients?

Starting Your Freelance Career



Work & Career Article

The 10 Best Benefits of Freelancing

Mar 12, 2021 | 10 Min Read



Work & Career Article

How To Become a Freelancer in 2023: The Complete Guide

Mar 10, 2021 | 7 Min Read



Work & Career Article

How To Get Started on Upwork as a Freelancer

Mar 5, 2021 | 14 Min Read



Work & Career Article

7 Tips to Help You Succeed as a Freelance Professional

Jan 26, 2021 | 9 Min Read



Work & Career Article

How Much Can Freelancers Make in 2023?

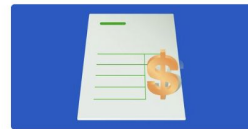
Mar 11, 2021 | 6 Min Read



Work & Career Article

How To Set Your Freelance Rate: The Comprehensive Guide

Mar 25, 2021 | 9 Min Read



Work & Career Article

The 20 Most Important U.S. Tax Benefits and Deductions for Freelancers

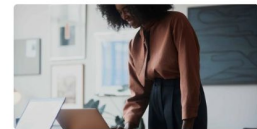
Mar 26, 2021 | 6 Min Read



Work & Career Development & IT Article

How to Start Freelancing as a Front-End Developer & Find Work

Feb 9, 2021 | 10 Min Read



Work & Career Article

New to Freelancing? 11 Easy Projects to Get Started on Upwork

Sep 13, 2022 | 3 Min Read

Setting Your Market Rate Recap:

- What services can you offer?
 - Are those services in demand in the UK labour market?
 - Do you see other freelancers offering those services? Or potential clients seeking resources to do that type of work?
- Ask yourself personal framing questions
 - Set your annual salary goal
 - Consider the number of billable hours you anticipate as a % of overall time
 - Account for expenses incurred as a freelancer (i.e. taxes, health insurance, equipment, office space, etc.)
 - Work backwards to determine your personal market rate
 - Conduct additional market research to understand freelancer tech landscape and if your rates are aligned.

An example:

- Pick a yearly salary (ex: £50,000 annually)
- Assume 40 hours per week of work
- Account for roughly 1 month leave (vacation, sick days, etc.)
- $48 \text{ working weeks} \times 40 \text{ hours avg. per week} = 1920 \text{ hours}$
- $£50,000 / 1920 = £26$
- This assumes all of your time as billable (but in reality you will have non-billable tasks – admin, invoicing, etc)
- Assume 70% are billable hours (30% spent on admin tasks)
- $1920 \times 70\% = 1344 \text{ billable hours}$
- $£50,000 / 1344 = £37.2$ (adjusted rate - up from £26)
- Incorporate freelancer expenses into rate (ex: 10K would require you to adjust your target salary to 60K ($£60,000 / 1344 = £44.6$ hourly rate



Finding Self-Employment Contracts



Build Your Personal Brand

1) Be intentional

Spend ample time crafting a compelling personal brand that reflects your skills and values. First impressions is just as important as the work to be done hence it is vital that we as intentional about the brand we are building. [More about building your brand here.](#)

2) Develop your network

- Your network is your net worth
- Importance of networking within the tech community.
- Utilize LinkedIn, GitHub, and other professional platforms.
- Engage in relevant forums, communities, and attend meetups or virtual events.

3) Utilise Referrals

Feel free to showcase testimonials or endorsements/referrals from previous clients. This speaks volumes especially if you have worked in the same industry and or relevant skills/tools used on past engagements

Effective Communication Skills

1) Clear & Concise

Clear and concise communication with clients and stakeholders is very crucial.

2) Deliverables

Set expectations, deadlines, and deliverables upfront.

3) Updates

Regular updates on project progress and prompt response to queries.

4) Active Listening

Be conscious about listening and pay close attention to everything being said.



Networking:

eventbrite

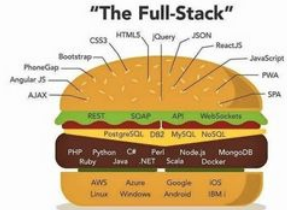


dev.events

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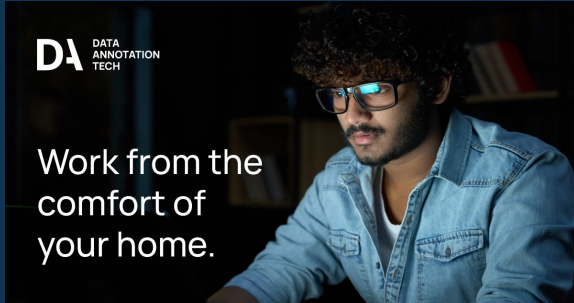
TECHVETS



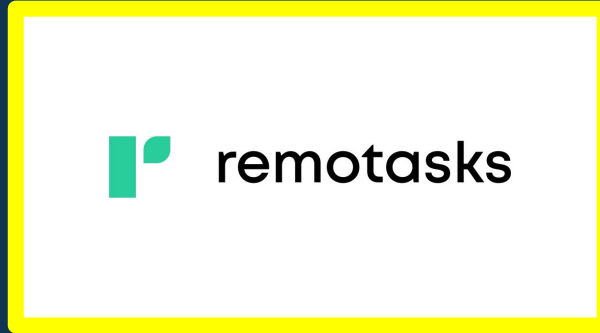
#DOX LON
DEVOPS EXCHANGE LONDON



Recommended Freelance Sites:



<https://www.dataannotation.tech/>



<https://www.remotasks.com/en>



<https://jobs.telusinternational.com/>



<https://crowd.appen.com/>



Other places for freelance work

The Fiverr logo consists of the word "fiverr." in white lowercase letters on a dark green rectangular background. A small green dot is at the end of the period.The Freelancer logo features a blue geometric icon of a triangle with internal lines, followed by the word "freelancer" in a bold, italicized, black sans-serif font.The Gigged AI logo displays the text "GIGGED.AI" in a bold, black sans-serif font. The vertical bars in the letters "I" and "A" are colored green.The Toptal logo includes a blue icon of a stylized diamond or square with internal lines, followed by the word "Toptal" in a bold, black sans-serif font with a registered trademark symbol (®).The Upwork logo shows the word "upwork" in a bold, green, lowercase sans-serif font, with a small trademark symbol (™) at the top right.

How to Record Your Achievement



Information Required for Your Self-Employment Plan

- What skills have you gained by completing the Skills Bootcamp?
- How you intend to put those skills to use within a commercial market?
- What services you will offer?
- (Optional) If you already have experience of being self-employed, how you will build upon your existing experience, business plan, client base, etc?
- If you have no experience of being self-employed, what are the immediate steps you will take to make this a reality?
- Marketing - How will you find self-employed opportunities?
- What is full timeline of your self-employment plan?

Our Submission Form

Self-employment Plan:

Please list and describe the skills you have gained during the bootcamp which will assist you in becoming self-employed *

Enter 100 to 300000 words. *Currently Used: 0 words.*

How will you be leveraging these skills commercially? *

Enter 100 to 300000 words. *Currently Used: 0 words.*

How will you go about securing new contracts? *

Enter 100 to 300000 words. *Currently Used: 0 words.*

If you are already self-employed, please describe your background and what you offer. If you are not yet self-employed, but plan to be, please describe the immediate steps you will take to make this a reality *

Enter 100 to 300000 words. *Currently Used: 0 words.*

Please provide a timeline detailing when each of the steps above will be completed or when you will be offering new services or deliverables. *

Past Example

*** Please list and describe the skills you have gained during the bootcamp which will assist you in becoming self-employed**

In the HyperionDev Software Engineering Fundamentals Bootcamp, I learned several valuable skills:

Proficiency in programming language like Python,
Problem-solving abilities and the application of algorithms to solve complex issues.
Version control using Git for efficient collaboration and code management.
Understanding of the software development lifecycle and different methodologies.
Debugging techniques and writing automated tests to ensure code quality.
Familiarity with software engineering principles, such as code modularity and reusability.
Collaboration and communication skills for effective teamwork in software development projects.
These are some of the skills I acquired during the bootcamp, enabling me to tackle software engineering tasks and contribute to the development of robust applications.

* How will you be leveraging these skills commercially?

The skills I acquired in the HyperionDev Software Engineering Fundamentals Bootcamp have prepared me to excel in a self-employed job by offering a range of valuable software engineering services. With my expertise, I can develop customized software applications tailored to meet the unique needs and requirements of clients. Whether it's a web application, mobile app, or desktop software, I possess the programming skills and problem-solving abilities to deliver efficient and user-friendly solutions.

In addition to software development, I have a strong grasp of database management. I can design and implement databases, ensuring efficient data storage, retrieval, and manipulation. This includes creating robust database structures, optimizing query performance, and implementing data security measures to protect sensitive information.

Quality assurance is another area where I can make a significant impact. I am well-versed in testing methodologies and have the ability to thoroughly test software applications to identify and resolve bugs, ensuring a reliable and smooth user experience. By employing various testing techniques and tools, I can guarantee the overall quality and functionality of the software I deliver.

Furthermore, my knowledge of software engineering principles allows me to offer valuable consulting services. I can assess client requirements, provide technical guidance, and offer insights on best practices and technology choices. Collaborating with clients, I can help them make informed decisions that align with their business goals and optimize their software solutions.

Effective project management and collaboration are also within my skill set. By employing project management methodologies and tools, I can efficiently plan, execute, and deliver projects within budget and timeline constraints. Additionally, I am experienced in collaborating with other professionals, such as designers or marketers, to create comprehensive and well-rounded solutions.

Overall, the skills I obtained from the bootcamp enable me to offer a range of software engineering services, including software development, database management, quality assurance, consulting, project management, and collaboration. With these skills, I am well-equipped to provide valuable services to clients and contribute to their success in the digital world.

* How will you go about securing new contracts?

To secure contracts in my self-employed role as a software engineer, I would employ several strategies. Firstly, I would focus on building a strong portfolio that showcases my previous projects, highlighting unique features and challenges I've overcome. Networking and referrals would be another essential aspect, where I would actively engage with professionals in the industry, attend relevant events, and seek recommendations from satisfied clients and colleagues. Establishing an online presence through a professional website, participating in software development forums, and utilizing freelance platforms and job boards would help me reach a wider audience and attract potential clients. Crafting persuasive project proposals, showcasing client testimonials, and continuously learning and enhancing my skills would further bolster my credibility and increase my chances of securing contracts. By implementing these strategies, I would actively pursue contract opportunities and demonstrate my value as a skilled and reliable software engineer.

*** If you are already self-employed, please describe your background and what you offer. If you are not yet self-employed, but plan to be, please describe the immediate steps you will take to make this a reality**

While I am currently not self-employed, I have a clear plan and immediate steps in mind to make this a reality. Firstly, I would thoroughly evaluate my skills, experiences, and areas of expertise to identify my unique value proposition as a software engineer. Next, I would focus on building a strong portfolio by working on personal projects or contributing to open-source initiatives. This would allow me to showcase my abilities and establish credibility with potential clients.

To attract clients, I would enhance my online presence by creating a professional website and leveraging social media platforms to showcase my work and engage with the software development community. Networking would be a crucial step, where I would attend industry events, join relevant professional groups, and actively connect with other professionals in the field. This would help me establish valuable relationships and increase my chances of getting referrals or job opportunities.

Additionally, I would research and identify suitable freelance platforms and job boards specific to software engineering. Signing up on these platforms would provide me with access to a wide range of projects and potential clients. I would tailor my profile and proposals to effectively communicate my skills and demonstrate how I can add value to clients' projects.

Continuous learning would be a priority as well. I would stay updated with the latest industry trends, technologies, and best practices. This would not only enhance my skills but also ensure that I can offer cutting-edge solutions to clients.

Finally, I would dedicate time and effort to develop a strong personal brand. By defining my unique selling points and effectively communicating my expertise and passion for software engineering, I would differentiate myself in the market and build a reputation as a reliable and skilled professional.

By implementing these immediate steps, I am confident that I can transition into a self-employed role as a software engineer and successfully establish my presence in the industry.

*** Please provide a timeline detailing when each of the steps above will be completed or when you will be offering new services or deliverables**

Firstly, within the first two weeks, I will conduct a thorough evaluation of my skills and experiences to identify my unique value proposition as a software engineer. This self-assessment will help me understand my strengths and define the services I can offer to potential clients.

Over the next four weeks, my focus will be on building a strong portfolio. During this time, I will dedicate myself to working on personal projects and contributing to open-source initiatives. By consistently investing time and effort into showcasing my abilities, I will be able to create a compelling portfolio that demonstrates my skills and expertise.

Within the second month, I will enhance my online presence to attract clients. This involves creating a professional website that effectively highlights my skills, experiences, and portfolio. Simultaneously, I will establish a presence on relevant social media platforms and engage with the software development community regularly. This proactive approach will help me expand my network and increase visibility within the industry.

Throughout the third month, I will prioritize networking and relationship building. I plan to actively participate in industry events, join professional groups, and connect with other professionals in the field. By nurturing these valuable relationships, I can tap into potential opportunities, receive referrals, and collaborate with like-minded individuals.

By the end of the fourth month, my aim is to thoroughly research and identify suitable freelance platforms and job boards specific to software engineering. I will sign up on these platforms and optimize my profile to showcase my expertise and attract potential clients. This step will enable me to access a broader range of projects and connect with clients seeking my specific skills.

Throughout the entire process, I recognize the importance of continuous learning and skill enhancement. I will dedicate regular time for staying updated with the latest industry trends, technologies, and best practices. By expanding my knowledge base, I can offer cutting-edge solutions and provide a competitive advantage to my clients.

Finally, by the end of the fifth month, I will focus on developing a strong personal brand. This involves refining my unique selling points, consistently communicating my expertise, and actively engaging with the target audience. Through strategic branding efforts, I aim to build a reputable presence in the industry and establish trust with potential clients.



Submitting your self-employment contracts

- What is it you are doing as a self-employed person or freelancer?
- (Optional) Have you set up your own website? How are you promoting it?
- What evidence do you have of how you market your business?
- How do you set your rates for services? What do you charge?
- What evidence do you have of secured contracts? (email from client, screenshot of Upwork project, signed contract, etc)
- How will you secure more contracts going forward? Do you have a 6-month plan?

Past Example

* The name of the person or company contracting you

DataAnnotation

* Please describe the deliverable/responsibility

I am working with AI to teach it how to interact with humans to be as useful as it can be. This involves carefully crafting all kinds of prompts (including requests for coding, image generation, simple chatting, research tasks, fact-checking, and more), to then rate the responses on a chosen number of desired attributes (which differs by project). I have currently worked on projects involving the following:

Writing code, "cleaning up" code, debugging, testing the bot about its knowledge of code and coding jargon, help understanding coding comments, fact-checking, evaluation of arguments, business ideas, and creative writing.

They provide qualifications that test your competency in areas they are bringing out new projects in, and I have passed all given to me to date, so I am never short of work.

I am currently on the lower paying tasks as I am a new contractor, and I will get access to higher paying work the more projects and qualifications I complete. Earning potential is, thus, an estimate.

* Please explain how the skills you have learned in your bootcamp would be transferrable to the work opportunity.

I have used the following skills in the BootCamp, which I have transferred to use at DataAnnotation: String handling, Control structures, Operators in Logical Programming, Variables, Defensive programming (including error programming), Data structures (including lists and dictionaries), and IO operations.

I have asked the bot to code with tasks that require all of the above. I have then tested it inside my own VSCode program to ensure it runs well, and then checked it follows best practices. When the bot makes mistakes, I prompt it to correct its mistakes. If the bot cannot catch the mistakes, I explain to the bot what the mistake is and provide it with the correct code.

* Date obtained

2024-02-07

* What earning potential has this provided to you

£ 30,000.00

* Please provide proof of your new contract or other opportunity here

[dataannotation_projects.jpg](#)



Past Example

app.dataannotation.tech/workers/projects

DataAnnotationWork on projectsTransfer FundsReferralsInboxLucas Taylor

Projects

Q Search...

Name	Pay	Tasks	Created	Pin	
Rate And Review: Cashew - Create Image Generation Prompts	\$20.00/hr	5	Mar 1		
Beryllium - Talk to a Chatbot, Compare and Sometimes Edit Responses (LXIII)	\$21.00/hr	1000	Mar 1		
Achilles - Talk to a Chatbot, Compare and Sometimes Edit Responses (🗨️ v 🤖)	\$21.00/hr	200	Feb 28		
[Chat only] Achilles Response Evaluations Projects - Discuss and Ask Questions Here!		50	Aug 14		
Do you know computer programming?		1	Dec 4		
Achilles - Single-Sided Instruction-Following Evaluation (ID: H-12776)	\$20.00/hr	40	Mar 1		
Achilles - Evaluate 2 AI Responses (6-Axis Rating Template, ID: S-12785)	\$20.00/hr	20	Mar 1		
Cashew - Create Image Generation Prompts	\$20.00/hr	250	Mar 1		
Achilles - Is this chatbot giving unsafe responses or adopting an overly humanlike persona? (ID: D-12804)	\$20.00/hr	200	Mar 1		
Achilles - Evaluate 2 AI Responses - Images! (ID: M-12812)	\$20.00/hr	50	Mar 1		
Achilles - Evaluate 2 AI Responses - Images! (ID: O-12814)	\$20.00/hr	50	Mar 1		
Achilles - Evaluate 2 AI Responses (6-Axis Rating Template, ID: Q-12816)	\$20.00/hr	20	Mar 1		

Where to record your self-employment

Links for recording outcomes can found:

- On your Dashboard
- As part of the Build Your Brand Tasks
- Record interviews/SE plan at www.hyperiondev.com/outcome7,
- Record job offers/SE contracts at www.hyperiondev.com/finaloutcome7



Criterion 1 | Initial Requirements

Complete 15 hours of GLH, including live lectures, workshops, or 1:1 calls, and the first four tasks within the first two weeks.



Criterion 2 | Mid-Course Progress

Complete 9 tasks each for Software Engineering or Data Science by the end of week 4.



Criterion 3 | Demonstrating Post-Course Progress

Complete all mandatory tasks and record an Invitation to Interview within 4 weeks of course completion, achieving 84 GLH by 31st March 2024.

[Complete form](#)



Criterion 4 | Employability

Record a Final Job Outcome, such as a job offer, self-employment, or an apprenticeship, within 12 weeks of graduating, or by 23rd September 2024.

[Complete form](#)

Thank you for attending



Department
for Education

