FREELANCING Skills

Introduction to freelancing and working online.

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Remember our main goal:

Challenge yourself and plan to get your first freelancing job by the course end

It's not such easy task; it's like when you need to search a lot and prepare your self to get a job on a company; the same for freelancing, **you need to get prepared well and search well….**

Different pathways: employee, entrepreneur, freelancer...

WHAT'S FREELANCING?

- Freelancer, or freelance worker refers to a person who is self-employed and is not necessarily committed to a particular employer long-term.

- In other simple words: A freelancer is someone who gets paid for his work and he charges by the hour or perhaps by the project.
  - Doctor in his own clinic is a freelancer, lawyer in his own office is a freelancer, ... etc.

- Nowadays, freelancing work expanded to include most known jobs, including: IT-related jobs, marketing, customer service,...etc.

- Many online freelancing websites working as a broker between freelance employees and companies or individuals who offer jobs or work for them

Freelancing: Work From Home

- Other related terms are "outsourcing" and "offshoring" that mean a company that delegates another company/persons to accomplish some of its work or tasks.

- Freelancer VS. Entrepreneur:

  - A freelancer is someone who gets paid for his work and he charges by the hour or perhaps by the project.

    - The goal of a freelancer is to have a steady job with no boss, to do great work, to gradually increase demand

  - An Entrepreneur use money (preferably someone else's money) to build a business.

    - The goal of the entrepreneur is to sell out for a lot of money, or to build a long-term profit machine that is steady, stable and not particularly risky to run.

FREELANCING PROCESS (HOW IT WORKS?)

- You need to create a freelancer profile on one of online freelancing websites, and add your skills.

- Search for posted projects that fits your skills and apply to it and write a good proposal (bidding /time and cost quotation).

- The employer (project owner), will review the applicants, review their profiles, and shortlist some of them for online interview, and provide a final offer.

- If the employer accepted your offer, he'll start the project on the website (will hire you), and notify you to start working.

- After finishing the project, the employer will close the project, and transfer the agreed cost to you.

- Freelancing website will ask the employer to evaluate your commitment and professionalism, and also will ask you to evaluate the employer.

- **Project cost estimation:**

  - Hourly based: estimate the work hours in the project, and define a rate for your man-hour cost.

  - Fixed-price: estimate and fixed price for the whole project.

- **Money withdrawal from your account:**

  - Payoneer.

  - PayPal.

  - Wire (Direct) transfer.

- Freelancing website guarantee all agreements between the client and freelancer.

- For example, with Upwork Fixed-Price Protection, clients making fixed-price offers deposit a milestone payment into escrow before work begins. Upon receiving and approving the work, payment is released to the freelancer.

- On hourly-based projects, an hour worked is an hour paid, and an hour paid is an hour worked. For every hourly contract, clients can confirm work was completed by checking their freelancer's Work Diary to see work-in-progress snapshots and pay only for work done.

- Freelancing website will deduct its fees from your payments (almost 10-20% of payment, differs from website to another).

Different non-traditional pathways for online work...

NON-TRADITIONAL PATHWAYS FOR WORK

Freelancing
- Freelancing websites (Upwork, Mostaqel, Freelancer,…)
- Small services freelancing websites (Fivver, Khamsat, Kafiil, …)

Remote work
- Remote work platforms (CrossOver, Andela,…)
- Remote work opportunities websites (Baaeed, RemotePlatz,…)

Other ways to make money online
- Selling your designs, themes, scripts or plugins on Marketplace, themes and plugins websites (Envato, Themeforest, Coadster,…).
- Making online courses on online learning platforms (Udemy, Skillshare,…)
- Making money from Google Adsense on your website, blog or YouTube channel.

Being an entrepreneur and having your own startup.
- Venture capital and fundraising organizations.

Traditional work as employee
- Recruitment websites.
- Social media jobs groups and pages.

ONLINE FREELANCING WEBSITES

- ## Some of most common freelancing websites:

  - www.upwork.com (Formerly: oDesk and Elance – one of the most known sites)
  - www.freelancer.com (One of the most known sites)
  - www.toptal.com (exclusive network of the top expert freelancers)
  - www.rentacoder.com
  - www.vworker.com
  - www.guru.com
  - https://99designs.com
  - www.peopleperhour.com
  - www.fiverr.com (For small services)
  - https://www.utest.com (for software testing)

- ## Websites for portfolio and job opportunities for designers:

  - https://www.behance.net
  - https://dribbble.com

- **Some of fast-growing Arabic freelancing websites:**
    - www.mostaql.com
    - www.khamsat.com (For small services)
    - http://kafiil.com (For small services)
    - https://ureed.com
    - www.maharati.com (For small services)
    - www.ikhedmah.com (For small services)
    - https://www.talentsroot.com (For small services)
    - https://www.khadamatt.com/ (For small services)
    - www.al7arefa.com
    - https://vodafonebegin.com
    - https://www.inploy.me
    - https://shoghlonline.com
    - https://www.picalica.com (For small services, and market place)
    - https://www.tasmeemme.com/ (For small services in design)
    - https://soundeals.com (For voice over)
    - https://www.voicecrafters.com (For voice over)
    - www.freelanceme.net
    - https://bahr.910ths.sa/ (Saudi freelancing platform – For Saudi citizens only till now)

- **Remote work websites and platforms:**
  - https://baaeed.com
  - https://www.remoteplatz.com
  - https://andela.com
  - https://crossworkers.com
  - https://www.crossover.com
  - http://www.internsvalley.com -- For remote internships

- **Job search websites offering search for remote jobs:**
  - https://www.linkedin.com/jobs/search/?location=Remote
  - https://wuzzuf.net/search/jobs?filters%5Bjob_types%5D%5B0%5D=Work%20From%20Home
  - https://stackoverflow.com/jobs/remote-developer-jobs
  - https://www.flexjobs.com/search
  - https://remotive.io
  - https://weworkremotely.com
  - https://remote.co/remote-jobs
  - https://justremote.co/remote-jobs

MARKETPLACE, THEMS AND PLUGINS WEBSITES

- **You can sell you scripts, designs, themes and other services online:**
  - https://envato.com
  - https://studio.envato.com
  - https://codecanyon.net
  - https://creativemarket.com
  - https://www.codester.com
  - www.themeforest.net
  - www.templamatic.com
  - www.fantero.com

- **Also, you can develop plugins, add-ons, extensions and components for specific platform and sell it online, for example:**
  - Browser (Chrome & Firefox) extensions.
    - Chrome extension development tutorial: https://developer.chrome.com/extensions/getstarted
  - Visual studio code plugins.
    - Tutorial: https://code.visualstudio.com/api
  - Azure DevOps plugins:
    - Tutorial: https://docs.microsoft.com/en-us/azure/devops/extend/get-started/node?view=azure-devops
  - Visual studio Marketplace (https://marketplace.visualstudio.com)
  - Slack plugins.
    - Tutorial: https://api.slack.com/tutorials
  - Shopify plugins
  - Odoo Plugins

- **If you're a good designer,** you can design web templates and sell it on one of web templates websites like:
    - www.themeforest.net
    - www.templamatic.com
    - www.fantero.com

- **If you have a good content to share,** you can make money from Google Adsense on your website, blog or YouTube channel:
    - https://www.google.com/adsense/start

- **If you're a good teacher /instructor,** you can make your own courses and upload it to one of the websites that offer online courses like:
    - www.udemy.com
    - www.skillshare.com
    - www.nadrus.com (Arabic website)
    - www.tahriracademy.org (Arabic website)

- **Or you can start your own online product / service,** and be an entrepreneurs like the owners of well-known websites: Facebook, SnapChat, alibaba,...etc.

- **Some of organization and venture capital (VC) firms that can help you in starting your own business:**

  - TIEC: http://www.tiec.gov.eg

  - Flat6labs: http://www.flat6labs.com

  - Sawari ventures: http://www.sawariventures.com

  - Tennra: http://www.tennra.com

  - preneur-masr: http://preneur-masr.com

  - Ideavelopers: http://www.ideavelopers.com

  - Arab Innovation Network: http://www.arabinnovation.net

  - Egypreneur: http://www.egypreneur.com

  - Funders and founders: http://www.fundersandfounders.com

Still prefer to work as Employee ...

Jobs and Recruitment websites

follow and create accounts on known recruitment websites:

- Some of most known recruiting websites in Egypt and Middle East:
  - **http://www.wuzzuf.net**
  - http://www.bayt.com
  - http://www.egyptitjobs.com
  - https://talentsarena.net
  - http://www.arabrec.com
  - http://www.wzayef.com
  - http://www.jobzella.com
  - http://employermagazine.com
  - http://www.jobs-eg.com
  - http://www.recgate.com
  - http://www.meait.com
  - www.tanqeeb.com
  - https://talentcracker.com

- Some of International jobs and recruitment websites:
  - www.linkedin.com
  - http://www.indeed.com
  - www.CareerBuilder.com
  - https://www.glassdoor.com
  - https://www..Monster.com
  - https://www.simplyhired.com
  - https://www.stepstone.com

- You can use this website to check companies' info, reviews, salaries range, interviews questions, and job search:
  - https://www.glassdoor.com

- Some of most known recruiting FB groups in Egypt and Middle East:
  - https://www.facebook.com/egyptitjobs
  - https://www.facebook.com/groups/EgyITJobs
  - https://www.facebook.com/groups/EgyptianGeeksJobs/
  - https://www.facebook.com/groups/109348259103118
  - https://www.facebook.com/linkedinjobs
  - https://www.facebook.com/groups/185793293126179/

- For ITI Graduates:

  - https://www.facebook.com/groups/itiga/

  - https://www.facebook.com/groups/ITIGAAssiut

By Sara Horowitz

Oct 1st, 2015

FREELANCING IN AMERICA: 2015

Freelancing is the new normal. For you, our members, this fact will likely not come as much of a surprise. But now we have the numbers to prove it. Nearly 54 million Americans are now doing freelance work, according to a new study conducted by the independent research firm Edelman...

WWW.FREELANCERSUNION.ORG/FREELANCINGINAMERICA2015

"Freelancing is the new normal -- and we have the numbers to prove it."

By Sara Horowitz, Founder and Executive Director of Freelancers Union and Fabio Rosati, CEO Elance-oDesk.

Professional growth on **upwork**

| 12M+	$1B+	3M	5M+
REGISTERED FREELANCERS	WORTH OF WORK DONE ANNUALLY	JOBS POSTED ANNUALLY	REGISTERED CLIENTS

Freelancing Market (Egypt Insights)

According to the online labor index by country, and the Oxford Internet Institute (OII), Egypt has listed as one of the *top 10 countries supplier of online labor (10th Rank).*

Source: World Economic Forum - https://www.weforum.org/agenda/2019/06/how-the-digital-economy-is-shaping-a-new-bangladesh

According to Upwork:

- About 100K registered freelancer from Egypt.
- About 49K of them with no earnings (Didn't get any job).
- About 51K freelancer earned any amount of money (Got one job at least).
- About 1K freelancer achieved $1K+ total earnings.
- About 429 freelancer achieved $10K+ (And up to $100k+) total earnings.

Source: Upwork search results- https://www.upwork.com/search/profiles/?loc=egypt
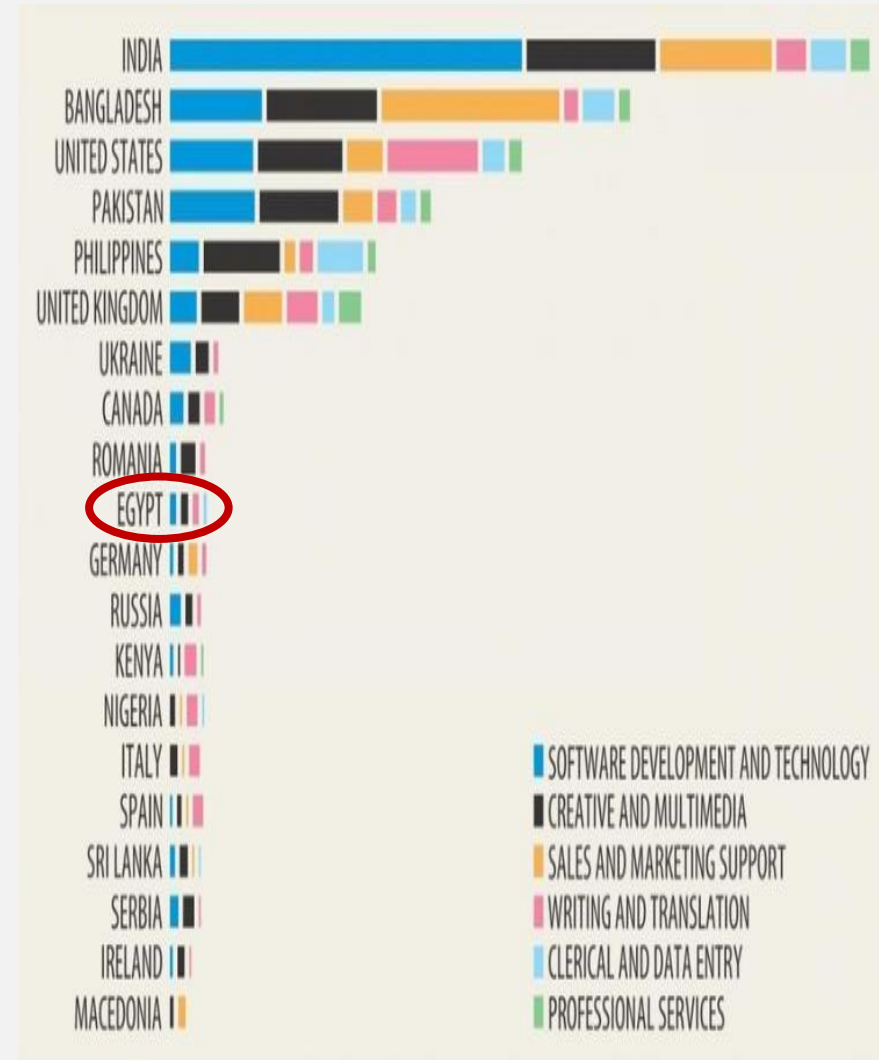
The Online Labour Index, by country

Image: Oxford Internet Institute

What're the skills available in freelancing websites?

WHAT ARE THE REQUIRED SKILLS?

- Many skills and specializations are available for freelancing work.
- Main job categories on Upwork (And each category has many sub-categories):

WEB DEVELOPERS	MOBILE DEVELOPERS	DESIGNERS & CREATIVES	WRITERS
VIRTUAL ASSISTANTS	CUSTOMER SERVICE AGENTS	SALES & MARKETING EXPERTS	ACCOUNTANTS & CONSULTANTS

Top Demand Technologies (2019)

Upwork is the largest freelancing website.

The Upwork Skills Index ranks the site's fastest-growing skills in USA and as a quarterly series that sheds light on new and emerging skills in the freelance job market.

Tech-related skills account for nearly two-thirds (65%) of the list as the majority of IT teams are hiring freelance talent to access in-demand skills, according to new data.

Top Categories:

- Web back-end development (PHP, Python, Node.JS, .Net Core…)
- Web Front-end development (Front-end developers & UI/UX developers)
- UI/UX Design (Web & Mobile Apps UI design)
- Creative Designers (Graphic design, 3D Modeling, Motion graphics and video production).
- Mobile Apps Development (Native and cross-platform Apps)
- E-commerce frameworks(Shopify, Magento, WooCommerce,…) and Content management systems (WordPress, Joomla,…)
- Digital marketing, Social media marketing and SEO.
- Data Science, analytics, Machine learning and data representation tools (Power BI, Tableau).
- System administration, DevOps and cloud platforms developers and admin (AWS, Google cloud platform, MS Azure,…)
- Software testing and quality assurance.
- New *trending* skills: (Block chain, IOT, AI, Robotics)

Upwork Q2 2019 – top 20 fastest-growing skills

ServiceNow
DaVinci Resolve
Social video marketing
Highcharts
PyTorch
Keras
Caspio
LearnDash
Kendo UI
Technical recruiter
Neo4j
Statistical modeling
Salesforce Lightning
Relational databases
d3.js
Motion graphics
MATLAB
Packaging design
SEOMoz
Microsoft Azure

https://www.upwork.com/press/2019/08/14/q2-2019-skills

Upwork Q3 2019 – Top 100 Skills

NET Core
TypeScript
Landing pages
eBooks
Android
Electronic design
Presentation
Sketch
Research
Technical recruiter
Bank reconciliation
Slack
Google Tag Manager
Sourcing
Amazon Web Services (AWS)
Video post-editing
LinkedIn recruiting
Data visualization
Interviewing
Interior design
…

https://www.upwork.com/press/2019/11/19/the-upwork-100-q3-2019

FASTEST-GROWING TECHNICAL SKILLS

Technical skills are, in aggregate, growing the fastest on Upwork. AngularJS is experiencing the most growth quarter-over-quarter, but skills like JavaScript and PHP are consistently in highest demand.

01	JAVASCRIPT	06	ANGULARJS
02	PHP	07	CSS3
03	WORDPRESS	08	NODE.JS
04	HTML5	09	MYSQL
05	JQUERY	10	C#

$20 – $50 JAVASCRIPT
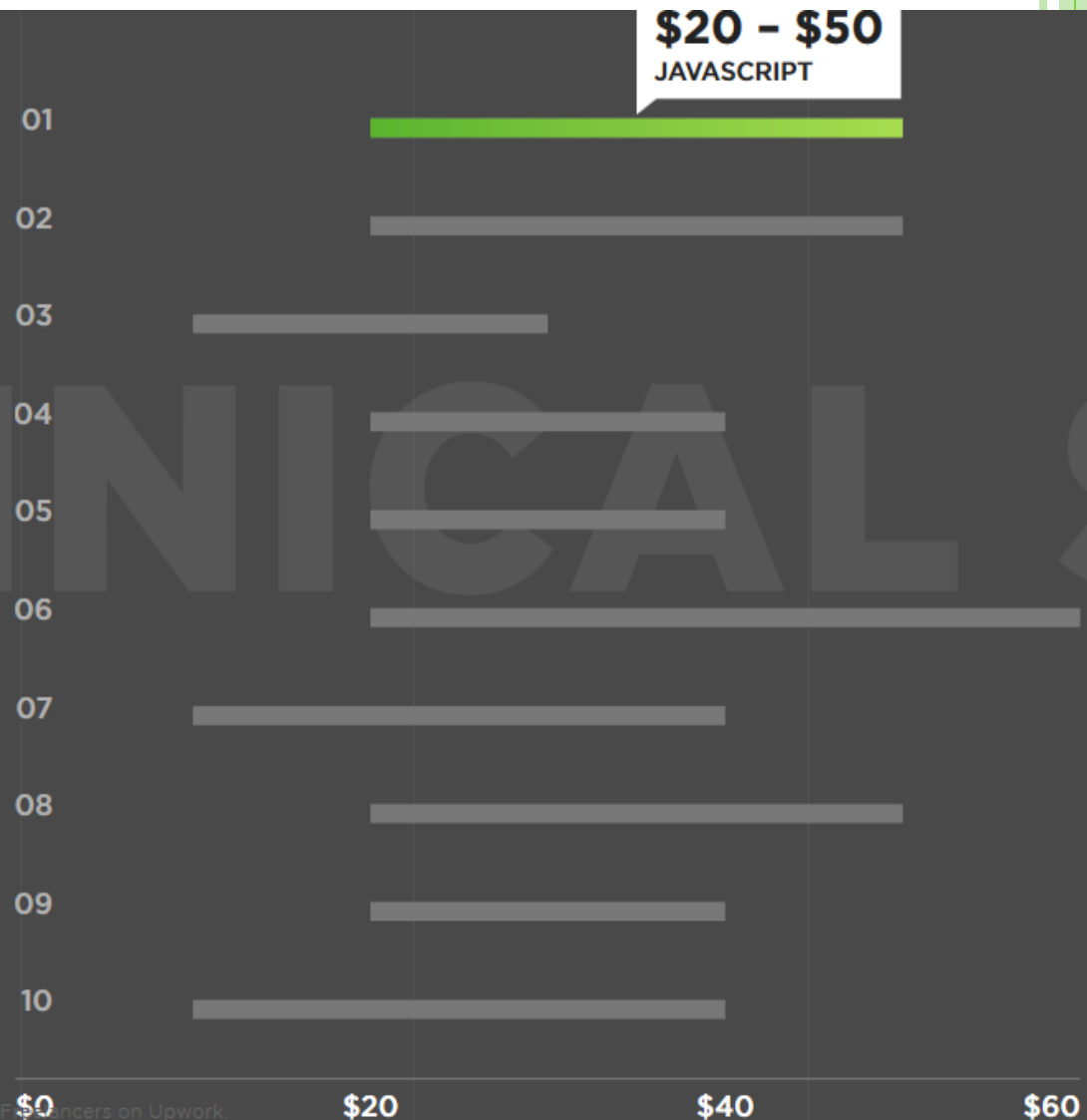
*Rates shown are the rounded 25th and 75th percentiles advertised by global freelancers on Upwork.

Source and more details:
https://www.upwork.com/s/enterprise-trends/

The most demanded job categories in IT (Generally from different sources):

- Web development.
- Web front-end development (UI/UX development).
- Open source development (PHP, PHP frameworks, python,...)
- Mobile Apps Development.
- Designers (Graphic design, web design, 3D designers and video production).
- Digital marketing and SEO.
- Big data and Data analytics.
- Network administration and security.
- **New trending skills:** (Block chain development, IOT, Robotics)

How much freelancer may earn?

EXPECTED AVERAGE INCOME…

- **What's the expected average income:**
    - It varies according to **job category** and **freelancer experience**.
    - For **juniors and beginner freelancers**, the hour rate starts from **10-15 USD/hour**.
    - For **seniors and professional freelancers**, the hour rate start **from 20 USD and up to 100 USD**.
    - For **experts**, the average hour rate is up to **200 USD**!

- **Work until you get like this job offer:**

Original Message from Client

Hello ████████

We need a professional UX/UI Web Designer and
Developer to help improve our current e-commerce site.
our max budget is $5000.
Let us know if you're available.

████████

Source: : https://www.facebook.com/photo.php?fbid=1756241054401584&set=a.488594231166279.130095.100000471183197&type=3&theater

Freelancer VS. Employee

INDEPENDENT CONTRACTORS VS. EMPLOYEES: 10 DIFFERENCES

Upwork™

INDEPENDENT CONTRACTOR	EMPLOYEE (W2)
1 Contracted for specific project or time period	**1** Works on ongoing basis and may be terminated at will
2 Decides when and where to work	**2** Has required work schedule and location
3 Determines how to do work, process steps, and what tools are utilized	**3** Is told how to perform work, in what order, and particular tools to use
4 Does not need or receive skills training	**4** May be trained and instructed
5 Does not attend frequent meetings or give regular reports	**5** May attend frequent meetings and give regular reports
6 Performs work requiring specialized skills that is not the client's primary service	**6** May perform work that is a business' primary service
7 Negotiates and sets own rates, including fixed price amounts	**7** Paid hourly wage or salary governed by minimum wage and overtime laws
8 Provides own tools and equipment, is responsible for own costs and expenses, and bears risk of loss	**8** Reimbursed for all expenses needed for work
9 Markets services to public on Upwork or otherwise and works with multiple clients	**9** May work full-time and exclusively
10 May delegate tasks to others	**10** Must personally perform their work

1. Flexible Hours, time and vacations.

2. Control over Jobs, clients, and your workload.

3. Choose technologies you use.

4. You have the option to develop your skills and learn something new.

5. Work Wherever You Want .

6. You're the Boss.

7. Higher salary, less expenses.

8. You Keep All the Profits.

9. You learn every aspect of running a business: Being a freelancer will help you learn how to manage money and also keep up with your financial paperwork.

10. Little involvement in office politics.

MAIN DISADVANTAGES OF WORKING AS A FREELANCER, AND HOW TO OVERCOME IT?

1. **Loneliness:**
   - **Problem**: loneliness has to be one of the most obvious downsides, and it's something that every budding freelancer should be prepared for.
   - **Solution**: You may be able to improve things by spending some days in your clients' offices, finding a local co-working space, or banding together with other freelance friends.

2. **Being short of money:**
   - **Problem**: Freelancing income (Hopefully you'll command a higher hourly rate than you would as an employee) almost vary from a month to another; freelancing involves a certain amount of "feast and famine".
   - **Solution**: it's a good idea to save what cash you can during the good times.

3. **Friends and family thinking you're always around:**
   - **Problem**: Sometimes "being a freelancer" gets interpreted as "not really having a job". You may find that if a friend has a day off, an old mate is visiting from abroad, or a family member needs help with something on a weekday, you'll get the call.
   - **Solution**: Define specific time for work and tell all your family / friends, that it's your work time, and you're not available anyway during it.
   - It's preferable to set your own workplace in a separate place in your home or any place else.

4. **No Employer Benefits like: social insurance and medical insurance.**
   - **Problem**: there's no social insurance and medical insurance and other benefits.
   - **Solution**: You can deduct from your earnings to pay for an insurance company..

- **You can work as a freelancer besides your fulltime job, BUT:**
  - It's preferable to work as a fulltime freelancer for your first 6-12 Months freelancing work, so you can build a good profile and portfolio.
  - Then you can work as part-time freelancer, besides your fulltime traditional job.

WORK-LIFE BALANCE ...

- **Work-life balance:**

  - Define specific hours / time for your work.

  - Work time is ONLY for work, and tell everyone that you're not available during this time for any reason.

  - Don't overload yourself most time.

  - Take enough breaks, vacations (with normal rates, not much).

  - Weekends, breaks and vacations are only for your own relax, your family and your friends, NOT for work.

- **Workspace management:**

  - Define specific place for work in home, workspace or any place you feel comfortable with it.

  - Establish your workspace with all required facilities.

  - Your workspace should be isolated and away from any disturbing issues.

- **What skills you should have to work as a freelancer?**

  - Very good English skills (Conversational, reading, writing).

  - Good communication and negotiation skills.

  - Very strong skills in a specific field (Don't overload yourself with many different fields, and choose the filed that you're perfect in).

  - Ability to Self-learn.

  - Time management.

You're competing worldwide, you should be really professional...

What's next…?

ONLINE FREELANCING COURSE

- You can attend the ITI's online course for freelancing on MaharaTech website (https://maharatech.gov.eg/course/index.php?categoryid=3)

    - **Freelancing Basics Course:**
      https://maharatech.gov.eg/course/view.php?id=7

    - **Getting started as a freelancer (Upwork)**
      https://maharatech.gov.eg/course/view.php?id=9

- Online freelancing sessions:

    - https://www.youtube.com/playlist?list=PLG_bfvjc8SDEKDFx9D_i4kQ2sRDMjIL_D

Please fill your info in the following form, and keep the link to keep your info updated:

https://forms.gle/ksz5prtFpK71aByt7

Please join this FB Group for following-up with our freelancing mentors, and for any freelancing jobs opportunities:
https://www.facebook.com/groups/ITIFreelancingAcademy

Please follow our website, freelancing Zones page and YouTube channel:

http://freelancingzones.com

https://www.facebook.com/ITIFreelancingZones

https://www.youtube.com/c/ITIFreelancingZones
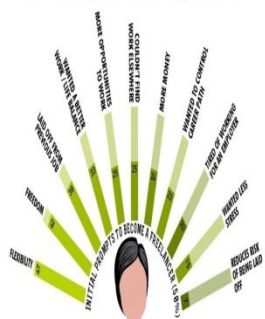
ITI Freelancing zones application link:
https://forms.gle/8BCX1H37ibE6gqq76
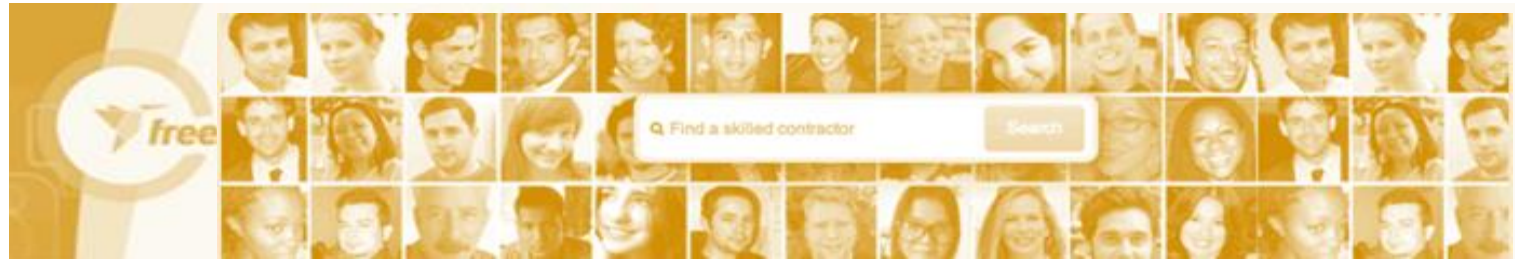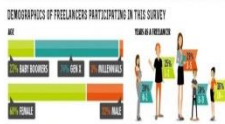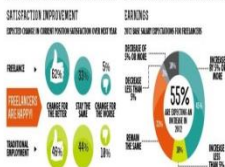
Thanks...

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