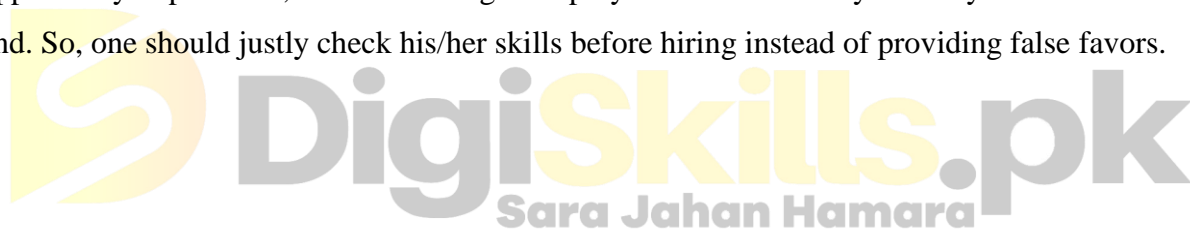


**Topic No.162****The appropriate talent hunt**

Talent hunt is the most important element in business/ freelancing field. To hire the right person is the most difficult, yet the most important task. The right employee helps you to maintain, improve and enhance your business, so a person should be very vigilant in hiring the right employee. The quality of work is upon you and lies upon your shoulder, not on the employees or the outsourced team, so hire your employees wisely.

While hiring, one should prefer to hire the near most employee. It not only helps you in contacting the person easily, but also it reduces the commuting time for the other person too.

One should make sure that no gender discrimination is done on our end and equal employment opportunity is provided, because the right employee would benefit you and your business in the end. So, one should justly check his/her skills before hiring instead of providing false favors.



**Topic No.163****Website to hire talent for your work**

The four main websites used across Pakistan for hiring, which a freelancer can use too, for outsourcing are as follows:

- [www.rozee.pk](http://www.rozee.pk)
- [www.roziroti.pk](http://www.roziroti.pk)
- [www.jobsbazar.com](http://www.jobsbazar.com)
- [www.mustakbil.com](http://www.mustakbil.com)

Facebook groups (like Pakistan Freelancer) can also be used for the talent hunt. You can post a job at any site and judge a person's skills level from the comments and replies and then select a resource person who lives near to you. Before hiring a person you must consider his/her previous work experience related to your desired work too.

**Topic No.164****How to grow your work and team?**

In the previous videos, we have already discussed outsourcing and other things that are crucial when you are hiring employees for permanent work. Now in this video we will discuss that how can one increase his/her work and team? One needs to outsource the work or build a team for working. For increasing the work force, one can use the following channels:

- **Social networking**

One can use social networks to increase his/her business like Facebook and Quora.

- **Facebook groups**

If one is active in different Facebook groups, s/he can find many skilled people looking for job in those Facebook groups. Growing freelancer post in such groups when his/her work burden is increased.

- **Quora.com**

It's a biggest website with many questions and their answers from the community on a single website. You can also use this website to increase your business.

**Topic No.165****Compensation**

Freelancing has some pros and some cons. If you want complete information about freelancing, please visit to [Guru.com](http://Guru.com). There is a tab named Freelancing on the top. When you click on that tab, you can find numerous freelancing relevant topics.

Freelancers make 45% more money than a job holder. Freelance earnings are higher than the non-freelance earnings in most of the countries. According to an estimate, 75% of the remote workers earn around \$65,000 per year. There are three categories of earners among the freelancers, where only 49% of the freelancers earn \$20-\$59 per hour.



**Topic No.166****Work Life Balance**

After compensations, work life balance is another important perk of Freelance career. It makes you free from hassles of a job and you can take a break whenever you want. According to some recent survey report, only 29% of the American freelancers work 40+ hours a week. 15% of the freelancers work part-time with no job, and 5.7% of the freelancers are part-time with their regular job. Only 25% of the freelancers actually enjoy the perks of freelancing, while others have not yet explored the freedom and perks of Freelancing.



**Topic No.167****Location**

You need good skills, passion for work, good internet speed and a laptop/computer to become a successful freelancer. You are free to work from anywhere with good internet speed. If you are passionate about work, then location becomes a number. Freelancers are not bound to work from any location. Most of the freelancers work as telecommuters and work on projects which are contract based. Such freelancers are estimated to increase up to 30-50% in the coming years.

In the upcoming years, an employee will not be restricted to work from a specific location because of the trends of remote working are increasing. All you need is a computer/laptop and a good internet connection.



**Topic No.168****Optimism**

Optimism means hopefulness and confidence about the future or success of something. We have to be an optimistic to become fearless. Freelancing is the second name of freedom, which helps you in being your own boss and improving your lifestyle.

Around 79% freelancers are happy with the freelancing career as compared to their previous jobs. 85% of the freelancers are optimistic about business in the upcoming years, which is really a high ratio of satisfaction. It is only freelancing which could provide you with the ease to work at any time and spend time with your family, enjoy social life and travel.

Instructor was determined to become a good freelancer and to provide the job opportunity to others. He worked hard for his aim and fulfilled his dream.

Fear is of two types:

1. Forget everything and run away (when you are underestimating yourself).
2. Face everything and rise (standing against your fear).

No one can defeat you, unless you defeat yourself.

**Topic No.169****Recession Proof**

Being a freelancer, nothing will affect you, because you are your own boss not even the economic crisis of the country. The term layoff means that when you are an employee of a company and due to the recession (economic crisis) you are fired from the job. The instructor made a decision that he will never do a job again and started working as a freelancer due to these downsizing issues. He got out of his fear and comfort zone. He realized that in a company the owner will never care about you, your life, and your problems and realize your need for money. He will just care about his business.

According to the statistics, 49% of the freelancers are not affected by the ups and downs of economic conditions. All you need is passion for work and determination. Many freelancers from the Middle East are working under the political, economic and financial instability. Even many of the freelancers are working from Indian Occupied Kashmir. The economic, financial and political crisis can never affect the freelancer's performance, if he is passionate to work with devotion".



**Topic No.170****Entrepreneurs of the future**

One of the biggest advantages of the freelancing is “Entrepreneurship”. You can become an entrepreneur in the future. An entrepreneur is the one, who identifies the problem in the surroundings and brings a solution for it. It could be a service, product or business initiative. To initiate any business, an investment is required. A freelancer can invest his money to step into the entrepreneurial shoes.

Today’s freelancer is an entrepreneur of tomorrow, who will earn money by providing the solution in the form of service/product or business. According to a precise estimation, 71.7% of freelancers think of them as an entrepreneur because they are trained enough to work or to sell a product/service by themselves. They can also manage their financial issues. With these qualities, you can be an entrepreneur of tomorrow because these are the parameters of entrepreneurship. Money is required by an entrepreneur but to start freelancing you do not need any money. So, to fill your entrepreneurial shoes for tomorrow, start saving today.

**Topic No.171****Pessimism**

Where freelancing has various advantages, it also has some disadvantages. Mostly, we face disadvantages when we do mistakes. It mostly happens when we make some major blunder.

Only 21% of the freelancers claim that they were less happy with the freelancing in comparison with the traditional jobs. It is all because they were unable to manage themselves according to the freelancing lifestyle, or they might like 9:00am to 5:00pm, fixed job timings being the victim of barrier in their mind.

Freelancing promotes prosperity and self-independence. Pessimism is not a disadvantage. Instead it is the lack of your interest and negligence. The 21% freelancers who were pessimistic couldn't scarify their temporary freedom against the benefits of freelancing. They could not adjust with their routine of freelancing.



**Topic No.172****Profession of freelancing may not prove to be a veritable paradise**

One must not be afraid of Freelancing. If you do the things right, you will eventually end up making a career out of it. Disadvantages occur only due to the inability of a freelancer to manage the workload and routine. Freelancing is not an absolute paradise. According to a blog's statistics, 8% of the freelancers find themselves attracted to the highly paying clients. 16% of the freelancers believe that freelancing platforms are overcrowded with women, and the clients mostly prefer females over males.

Only 8% of the freelancers find it hard to maintain their work-life balance by working as a freelancer. These 8% freelancers are working with the wrong strategies, for example, they keep working on a single freelancing platform rather than trying on multiple platforms. If someone is working on Fiverr, aiming to target a client with 5 lacs amount, he is absolutely wrong. Whereas, on Upwork, you can find many projects worth \$25000 to \$50000.

One should never stop his/her efforts as there are many other freelance marketplaces for easily attaining a job. If one is not working on his/her personal and professional development, also not updating his/her skills and working on old technologies, one should not expect a well-paying freelancing job.

**Topic No.173****Low Productivity**

7% of the freelancer complain that working from home causes low work productivity. It means that the freelancer becomes lazy and un-socialized. His/her social interaction gets very limited. Most of the times the problem is with the person himself/herself. A freelancer should maintain a balance of his/her work routine. A freelancer has to manage his/her tasks, also give time to his/her family. Along with these one should also go for a walk, sometimes vacations too. For being the boss of your own, you have to manage your daily routines.



**Topic No.174****Better Reward**

Most of the drawbacks of freelancing are proven wrong by the freelancers as majority of them are enjoying good health and are very interactive in their social life. According to some statistics, around 4.4% of the freelancers get the clients who do not pay well for their work, which discourages the remote workers. Freelancers keep looking for high paying clients. The possible reasons due to which 4.4% are saying that they do not get better reward of their work, are as follows:

- There are beginners and are expecting too much. (If you have just started freelancing, and you want to become rich overnight. It's impossible.)
- They are not organized.
- They do not work on themselves.

In short, be systematic and organized to get better reward and remember that money is only the byproduct of success.

**Topic No.175****No Health Security**

In foreign countries, an employee gets health insurance, but if a person is working as a freelancer, he does not get any such benefit. According to a survey, freelancers are not given any health security. Those 4.4% of the freelancers think that no health insurance is a drawback when it comes to freelancing career. The cons are mentioned by the people who are non-organized, mismanagement or overloaded with their work.

Let's take an example that an employee is awarded with fixed salary of \$2000 but whereas in freelancing a freelancer can earn up to \$20,000. It's almost equal to the ten months' salary of an employee. So, in this huge amount a freelancer can manage his/her health concerns.

Money is very important in everyone's life. If you have money you can do charity as well. To earn money, you have to work hard and prove your skills. Overcome your fears by breaking your mental barriers and prove that you are the best in your field. So rise above your fear, competitions, haters and rise above your own expectations. Those people are very lucky whose passion is their job.

**Topic No.176****Stability**

There are a huge number of freelancers who have not achieved their goals by freelancing. These people prefer job over freelancing. According to some recent statistics, stability in the freelancing career is still a question among 21% of the freelancers. They believe that their traditional jobs provide them better stability as compared with freelancing. According to them, traditional job is a proper way of earning, even though you are answerable to your employer, have to listen to him, and also cannot do work of your own interest.

These employees are hopeless only on the base of their fears and disappointments. Chains of barriers are strengthened around their brains. None of their claim is totally wrong, but if a freelancer is an organized he/she will never face this issue. There is cycle of three components:

- 1) Sales
- 2) Work
- 3) Income

When a freelancer gets a project at the beginning of the month and completion date is 15th of the same month, he should continuously bid on the projects during these days, so the cycle never breaks.

**Topic No.177****Economic Ups and Downs**

In continuation to tackle down the drawbacks of freelancing, now we will be discussing the effect of economic ups and down of the country on a freelancer. According to statistics, approximately 50.7% of the freelancers say that the economic situation does effect the freelancers although indirectly. A Freelancer is not effected by the economic or social situation of a country rather the freelancer is effected by the following four aspects:

- Portfolio
- Skill
- Business Development
- Communication

So, a freelancer must focus on the above mentioned aspects because it directly affects the freelancer. A freelancer is not awarded or by the country situations rather it is affected by the performance and work. Over the past several years, freelancing has changed a lot. It does have some downfalls but now freelancers are given more protection and they could even qualify for a tax credit to subsidize the cost of coverage.

Bottom line is, if done correctly and offered a value proposition to the clients, the freedom of freelancing, the financial independence is unmatched. After all, who would mind be their own boss?



**Topic No.178****99designs**

Let's discuss the websites other than mainstream, traditional (Upwork, Guru, and Freelancer) and non-traditional (Fiverr) websites. These websites are also good but not as popular as other websites. These websites are designed for particular niches. The website, 99designs, which is discussed, is particularly related to graphic design.

99designs focuses on graphic designing. Whether you are a logo designer, a brochure designer or a website designer, etc., this website will serve you right. It has more than 4 lac happy customers who've paid almost \$200 million to the graphic designers from all over the world. You can try selling your expertise in graphic designing over there. Graphic designers can sign-up for free on 99Design website, create their profiles with all the details, make a diversified portfolio, and start bidding on projects according to their skills.



**Topic No.179****Freelance Writing Gigs**

If you are a writer and want to earn money through writing jobs, you can find the links to all good websites where you can earn a handsome amount of money, on this website. All you need to do is to submit your portfolio and start writing for magazines, brochures, blogs or news.

Over the freelance marketplaces, the most required skill is creative and business writing. Also, you can take the course of Creative Writing offered by DigiSkills.pk, by which you'll be able to learn how to become a proficient, efficient and expert content writer. If you think you can write well, you should definitely take a start in this field.

