

Topic No.144**The Videos**

Facebook videos play an important role in promoting a freelancer's profile. Facebook wants to take over the traditional television / broadcast television. It wants you to know about any product or service, via its platform. Facebook also aims to become the biggest news broadcaster and wants its users to watch the news over Facebook too. That is why, many news networks have made their Facebook pages and post updated news constantly.

Below are the four reasons why businesses are using the Facebook video tool:

1. Facebook videos get more attention

Video content gets more attention of people than pictorial content. Auto play of Facebook videos is a big reason to grab users' attention. Additionally, videos will stand out more than posts or images if they ensure that the first few seconds of auto-play are engaging and eye-catching.

According to the Facts of 2015, half of the US population, on average watches at least 1 video content per day. If a freelancer makes his/her video and shares it with friends using hashtag (#), it becomes a massive business promotion tool for one.

2. Facebook is investing heavily in videos

With the increase in video views on Facebook, the platform is taking strides to make it easier for the consumers and the businesses to share the video content. Facebook has been working hard to make sure their video marketing campaigns go successful. The use of hash-tags (#) is also very necessary for video content promotion.

3. Video production is getting lesser expensive

Facebook has made easier for the businesses to target their widespread and potential customers. Facebook gives the facility of live video to its users. For example, a user can simply do a live broadcast using his/her own mobile phone. With the live video facility, a

user has no need to go to any television network or hire a cameraman in order to get his message delivered across the world.

4. Facebook videos are consumer oriented

Facebook has widely become the platform for watching and sharing the videos. If the user focuses on his/her video content and pays some money for the video content promotion, its outreach will increase about 135 times as compared to posts or pictorial content.

Through Facebook video tool, a freelancer can share his/her freelance portfolio and services all around the world. The more the people will watch his/her videos, the more s/he gets the profile promoted.

Topic No.145**Live Sessions**

Facebook wants to take over the mainstream media and for that it has been working hard to make sure that the people watch video content more than any other content. A user experiences a small video after every 2 or 3 posts on one's news feed. It's only because Facebook wants to increase the visual impact created by the videos.

Smartphone has minimized the cost of the video content publishing. A user just needs a smartphone, and by using the live video feature on Facebook, s/he can record a video or conduct live sessions.

More importantly, the user should come live with a well-prepared content. He must be well dressed and must have great communication skills for better brand recognition, as it affects a user's business. When a freelancer streams a live session with proper and well prepared content, talks about his/her services and skills, s/he convinces the audience for considering him/her the right choice. Facebook video helps a freelancer to promote his/her Facebook page efficiently.

Topic No.146**Off-Topic Quotes**

Using off-topic quotes refers to bring all the eye catchy elements on one's Facebook page through which the page's outreach gets better. The idea is to bring more audience on one's page. A freelancer would do anything to increase the reach of his Facebook page and spread more awareness about his/her services. To meet the goals, there is a simple way of using off-topic quotes on the page because quotes play a very important role in the page promotion.

Using quotes is beneficial because when people read these quotes, they relate them with their lives respectively. If they get inspiration from any quote shared on a business page, it will definitely increase freelancer's page outreach. If a freelancer wants to use some off-topic quotes on his page, he should be selective in the quotes.

The best way to use the off-topic quotes is to search some famous personality related to his/her niche and post one's inspirational quotes. As a freelancer, the importance of using off-topic quotes on the Facebook page cannot be neglected.

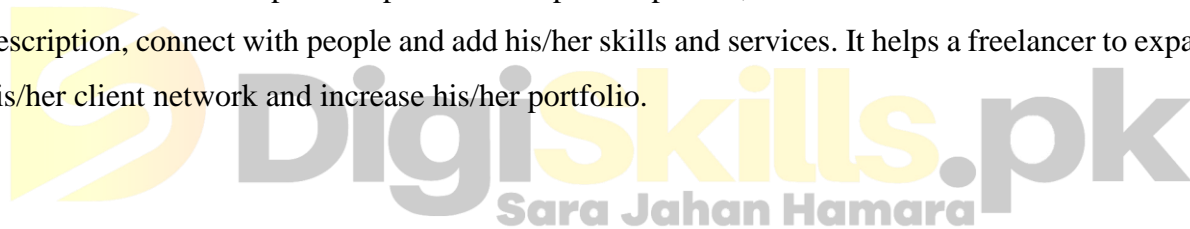
Topic No.147**The importance of LinkedIn**

LinkedIn is a social media networks that is job and business oriented. On this professional platform, users talk about their businesses, jobs and skills, and other people endorse their skills that they are expert of.

LinkedIn is a professional social media network. A user can add relevant people and interact with them. He can also see their basic daily activities and get their business information. One can apply for a job available anywhere in the world too while sitting at home.

Freelancing is also very common on LinkedIn. A freelancer can make connections on LinkedIn with relevant people and offer his/her services to them.

A freelancer should upload a professional profile picture, add detailed information in his/her description, connect with people and add his/her skills and services. It helps a freelancer to expand his/her client network and increase his/her portfolio.



Topic No.148**Paid vs Free Promotion**

Some people ask that if social media presence and hashtags are not enough for the content promotion then what should they do to promote their content. As a seed cannot grow into a plant over a night, it requires a complete process to grow up, which starts from the roots under the soil, then grows into a small plant, and becomes a big and strong tree in the process. Similarly, a freelancer's career takes a specific time for success. A freelancer can build his/her portfolio, get experience and increase growth rate by continuously working hard.

It is a business philosophy that people see their progress bar only when they have reached the success tip. It means a freelancer gets promotion but cannot realize it till s/he reached that tipping point of success. When a freelancer gets the first project via social media networks, only then s/he realizes the importance of the effort s/he has put up in the page/ profile building on social media networks.

If a freelancer feels that the free promotion is not enough, then s/he should try paid promotion on the respective social media. According to some statistics, there is about 135% expected ROI (Return on Investment) of setting up a social media profile, so a freelancer should promote his/her content (especially video) through Facebook advertising tools. With the help of paid promotion, a user can also set the particular audience for his Facebook post or video and selectively promote it.

Topic No.149**Mudassir Malik (CEO AppsGenii)**

There are a lot of inspirational stories of different freelancers, who have got success through their struggle. Pakistan also got recognized in the freelancing world due to such successful freelancers. Let's talk about one of these successful freelancers from Pakistan, Mr. Mudassir Malik (CEO AppsGenii). He started his freelancing career from a single PC (Personal Computer) and struggled with his job. One day he resigned his job for freelancing. Now he has made his own software house with more than 50 employees working in that software house.

While telling about his software house, he shared that he has a Lahore based software house named AppsGenii, where they provide different services in the IT field, for example, Web Designing, Web Development, Mobile Application Development, Cybersecurity, Robotic Processing Automation, and Block Chain, etc. He also told that it took a lot of time, struggle and hard work to achieve his goal.

He told that he started his work career in 2007, and worked for different software houses of Pakistan. In 2010, he started his own company "AppsGenii Technology" with the help of his friend Mr. Adnan Tahir.

Mr. Mudassir Malik is specialized in web development and started his freelancer career from oDesk and Freelancer.com. Then with the passage of time, he grew up his work plate. He started to hire more team members when he realized that now he could not handle all these projects. While discussing his struggle period, he told that he faced many problems in his career as he had no idea of getting a company registered, getting an association with IT bodies (multiple IT bodies in Pakistan), catering local businesses and dealing with taxation, etc.

He also said that when people don't have complete awareness about things, they are afraid of them. His message to young freelancers was, "Government of Pakistan has announced a tax relaxation for IT exports for the next 5 years, and it's an encouraging point for the beginners and young entrepreneurs to reinvest their revenues for getting benefits from this opportunity".

Topic No.150**Inspirational Story (Nazia Rasool)**

According to the course instructor, a freelancer must possess two qualities; Determination and Hard work. Nazia Rasool, who has been working successfully on many freelance platforms for 5 years along with her traditional job. This is an inspiration for those freelancers who want to continue their freelancing career along with a full-time job.

According to Nazia Rasool, she is a Business Developer and a Technical Business Analyst in AppsGenii, Lahore. She has been working there for 2+ years. She started her career as a freelancer and then moved to web development. After completing 4 years of software engineering she shifted her career to technical business analyst. She considers it as a thrilling field and enjoys working in this field.

She has been working on Upwork.com and Guru.com and earning \$5000 monthly. She encourages those female freelancers who want to excel in the IT field but are reluctant to enter. She encourages that there is much more room for them. According to the latest census, 49% of total Pakistani population is females, and if they are given the opportunity of freelancing, they can earn for themselves which will help in Pakistan's economic growth.

Nazia told that it took 6 years of struggle and hardship to achieve her goal. She has had faced many issues in entering this field. With the passage of time things got better, and everyone appreciates her now. According to her, everyone has to prove themselves by working day and night.

She said that she is blessed with a supportive family as they understand her aim and support her. They encourage her and are proud of her.

Her message to young females is “Freelancing is a platform where you can explore the horizons. When you work in a team, there is no gender discrimination. All have the same aim, and they work together to achieve their goal. When you decide to do something then you have to put an extra effort to achieve the goal. Break the barriers, and start freelancing.”

Topic No.151**Inspirational Story (Hisham Sarwar)**

The instructor had to work hard in stressed conditions after the end of his job. The instructor used to sketch since his school days. He was not a brilliant student, rather he used to sketch his classroom, nature and even his teachers. He was not a computer literate. His friend guided him to use Adobe Photoshop for sketching using a tablet.

Hisham Sarwar is not an IT professional, it has been asked from him that if he can install a Microsoft Windows. To this, he answered that he doesn't even know how to install Microsoft Windows. He accidentally stepped in this field, but his patience and tolerance made him stand out in this competitive field. Freelancer is like a digital labor who has to face hardships and disappointments in search of his job.

He started his career as a freelancer from IT Moonlighter, which was later converted into Guru.com. He completed over 2000 projects, from initial to expert level. Video tutorials have proved very helpful in his learning. There are many people who initially have no skill but that doesn't matter when you want to pursue your career as a freelancer. Skills can be learned with the passage of time too, if you are keen for learning. The instructor believes that as he started from scratch and earned 1million US\$. So, anyone else can start too by learning a specific skill that excites him. He just wants all to be ready for making the right decision.

Topic No.152**Cost-cutting habits every freelancer must develop - Tracking**

A freelancer must be careful about a few tools that save time, optimize the cost, fully monetize your work, reduce the effort and are more accountable. A freelancer himself is accountable, so s/he must be careful in saving time and removing the glitches those hinder his/her success.

The cost-cutting software helps you to make your every second worth it, keep the track and record your income and expenses. These tracking software have many advantages such as providing you with:

- Text information.
- Information about expenses.
- Information of revenues.
- Information of monthly income.

This URL will help you to select the best time tracking software as a freelancer.

<https://www.entrepreneur.com/article/269991>

The instructor has suggested these two free tracking software:

1. Top Tracker

After installing this software when you run “time”, it records your activity and time spent on a job while working as a freelancer.

<https://tracker.toptal.com/tracker/>

2. Due Time Tracking

This tool tracks the time as well as optimizes the billing productivity. For example, what you have spent and what you have earned from a specific project.

<https://due.com/time/>

Topic No.153**Cost-cutting habits every freelancer must develop - Using cloud-based software**

Sometimes a freelancer cannot work efficiently and effectively without a software. Let's assume what happens if your system crashes and all of your data (samples, portfolio, etc.) was in there. To avoid such haphazard, a freelancer must use a cloud-based software for data storage that also provides the facility of remote computing. For example, Amazon, Dropbox, etc. Only the subscription is required to access remote computing facility and file storage. You just need a computer and internet at home or when you are travelling.

Two of the free cloud-based services are mentioned below:

1. Gmail
2. Dropbox

Gmail has the advantage that it is free, easy to use and used globally. Dropbox brings all your files together, in one central place. They are easy to find and safely synced. This can help you access them anytime, anywhere, and also provide a link of your data when required. For example, if your client is sending a heavy data, he can use the services of Dropbox by uploading his files and providing a link to you so that you can access it irrespective of its size.

These cloud-based software have resolved the problems that used to occur in the past, for example, slow internet, etc. Now with the help of these software, a freelancer can easily store his data, optimize his efficiency, and work smartly.

Likewise, cloud-based hosting provides you the facility that if one server is down you can access your data through the other server using the cloud-based software. This tool will be helpful for the freelancers as it cuts the cost of expensive hard disks and mostly are free.

Topic No.154**Cost-cutting habits every freelancer must develop - Purchasing in bulk**

Purchasing in bulk is one of the four cost-cutting habits. When a freelancer purchases in bulk, his hassle-free time consumption minimizes and optimization maximizes. It is highly suggested that a freelancer should always purchase in bulk. For example, if a freelancer purchases stationery (letterhead, business card, etc.) for the promotion of his brand, he must get them printed in bulk. Same is the case with paid membership plans of the freelance marketplace, hosting and domain name. To purchase them on monthly basis is a troubled way, whereas in bulk (approx. a year), it reduces stress and tension. Yearly plans are always more economical. Anything that is directly or indirectly related to your freelance work must be purchased in bulk as this improves the efficiency of a freelancer.

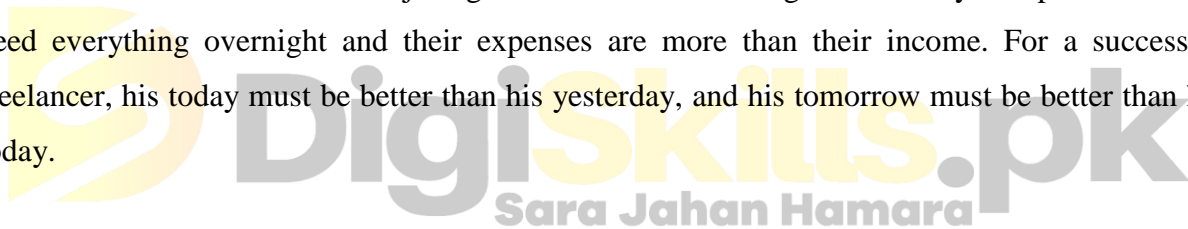


Topic No.155**Cost-cutting habits every freelancer must develop - Saving on utility expenses**

Most of the freelancers typically ignore the utility bills. They must be careful about their bills. For example, if a freelancer is not getting projects but he wants to enjoy a luxurious lifestyle then he must control his expenses until he can afford them. If a freelancer doesn't control his expenses then this will be considered as extravagance, leading to in debt condition. In case of an entrepreneur, it can lead to bankruptcy too, and you have to close your business.

Extravagance is when your expenses and income are not balanced, you are earning less but you are spending more. Controlling the expenses will help you to excel in your freelance career especially as a beginner.

Most of the freelancers start their job again and leave freelancing because they lack patience. They need everything overnight and their expenses are more than their income. For a successful freelancer, his today must be better than his yesterday, and his tomorrow must be better than his today.



Topic No.156**What is outsourcing?**

Outsourcing is what a company/person does when they hire someone outside the company to perform a task. They might hire freelancers (individuals who offer their services) or companies, depending on the nature of the work.

When you already have excessive workload, and you are unable to complete all the projects/ tasks in the given time frame, then you outsource some of your work to some other skilled person. You can divide your work among others, this process is called outsourcing. It totally depends on your workload. If you have a lot of work burden, and you get the same amount of work regularly then you can hire a permanent employee otherwise for some specific task, you can outsource your work. You will be able to find the freelancers on the same marketplace, who will work in your budget. You can also join Facebook groups where you can meet offline freelancers, and hire them on project basis.

Outsourcing has the following advantages:

1. It does not demand a monthly salary.
2. It does not demand benefits e.g. health benefits, insurance.
3. No responsibility of employees.

When the work of a freelancer grows, he can outsource it. But if a freelancer is continuously getting work, he must hire employees instead of outsourcing a team because the salary of an employee is fixed but the outsourced team demands different rates for the different projects.

Topic No.157**When to think about outsourcing?**

When your work plate increases, and you are unable to complete projects then outsource it and complete your work more effectively. The best time to outsource your work is, when an individual becomes a successful freelancer and doesn't have enough time to manage the workload.

Taking an example from the analogy of a glass full of water. Glass is the capacity of a freelancer and water is the workload. The water will overflow if the volume of water increases more than the capacity of the glass.

Let's take another example of a glass full of water which is poured into a jug with more capacity than the glass. The water will be saved from overflowing. Now regarding this case water is work and jug is the outsourced team.

Outsourcing overall,

1. Financially aids the freelancer and the outsource team.
2. Provides more opportunities of work.
3. Promotes the brand (e.g. positive feedback and work history).

Topic No.158**Using software to keep the check on progress**

Outsourcing is necessary for a freelancer if he doesn't want to let go projects and money. A freelancer can use a software for monitoring and keeping the track of the progress of the outsource team. Let's take a scenario that a freelancer has four projects at a time, while he can submit only two of them on time. He has two options, either to let go the other two projects losing the present and future work from those clients or outsource the other two projects and save his goodwill.

Keeping the track of these projects is necessary for a freelancer. A project management software helps a freelancer to do so, by:

1. Tracking the time of the outsourced projects.
2. Checking the progress of defined milestones and deadlines.
3. Capturing, tracking, and automating the work.
4. Recording information of the outsource team.
5. Recording the payment information.
6. Systematically organizing the work.
7. Efficiently working with the team.

In case of any mistake, it will not only help you in correcting it at the initial stage, but also investigating the negative feedback, if the delivered project was not satisfactory for the client. A lot of free project management software are available on the internet. A freelancer can use any of those software, according to the ease.

Topic No.159**Payment Milestones**

One of the major task to be considered while outsourcing is determining the payment milestones. By taking an example from the previous scenario of a freelancer accepting four projects and outsourcing two of them, determine and discuss the milestones with the outsource team.

For example, if a freelancer gets a project of \$100, and has decided to give \$50 to the outsourced freelancer. Divide this \$50 into payment of milestones accordingly. A freelancer can determine the milestones payment by discussing it with the person, whom the project is outsourced to.

Determining the milestones aids a freelancer in maintaining check and balance of the work and managing the payments accordingly. There must be a time difference of few days in receiving the payment from the employer and giving it to the outsource individual/team. For the systematic management, a freelancer must use a project management software tool. This is the proper channel to avoid the issues with the outsource team, in case they make false claims. Using a software protects the interests of both, the freelancer and the outsource team.

Topic No.160**Importance of networking with your outsourced team**

For the selection of outsource team, a freelancer should try to hire those who live in the same city on priority basis, preferably in his own community. The advantage of selecting the outsource resource from your own city is that it is easy to meet and discuss the project requirements and problems one on one with them. Whenever a freelancer wants to outsource a project, he can call that person with a particular skill and ask if he/she is willing to work or not. Meeting the outsourced freelancer every time is not necessary. A freelancer's and outsource team's trust and confidence are boasted after a meet-up. Hence networking with the outsource team is very necessary for a freelancer. A freelancer can find his outsource resources through many ways such as:

1. By placing the requirements on Facebook pages or groups (for example, Pakistani Freelancers).
2. By setting up a meeting with other freelancers, etc.

Topic No.161**The right time to hire a resource**

When the work load increases, a freelancer is recommended to outsource the work, but when the workload remains to be the same continuously and it becomes harder to manage the deadlines then it is recommended to establish a permanent team for managing the work. In the later case, outsourcing an individual save you a little, whereas a company saves you more. Also, it creates more employment opportunities for others.

