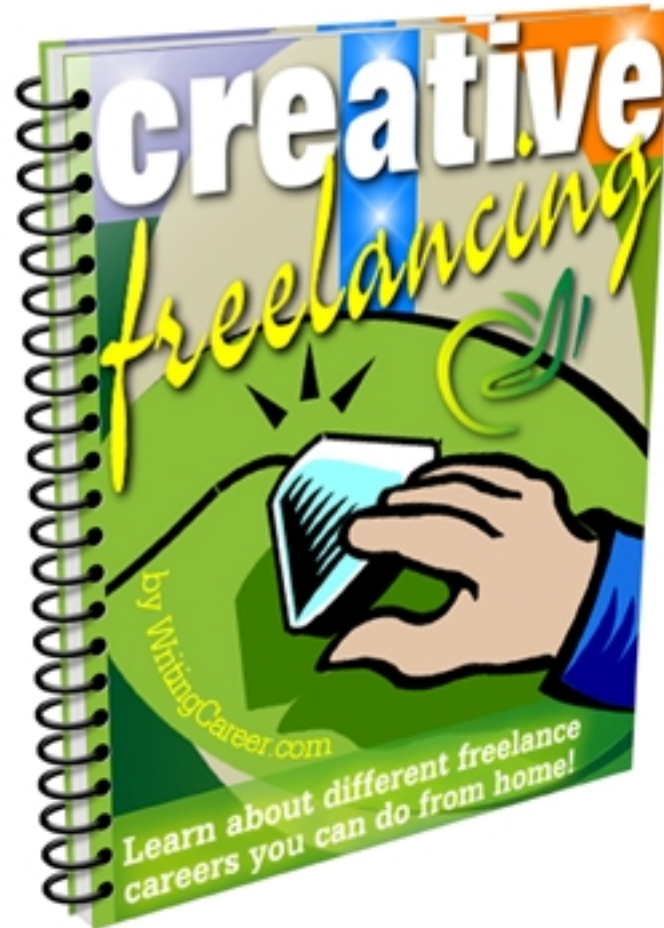




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## CREATIVE FREELANCING

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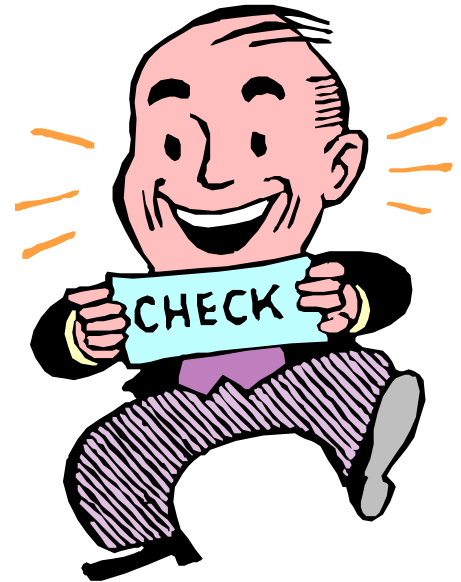
## What Is Freelancing?

Freelance work has gained tremendous popularity. Freelancing has long been recognized as a reputable profession, and freelance workers are sometimes valued more than regular, permanent staff members. With the Internet's help, freelance opportunities are plentiful. More people are able to work at their homes and more companies and organizations are able to contract out their projects instead of hiring regular employees.

According to recent studies, freelance jobs account for 20 percent of contracted writing, graphic designs, web designs and software development in the world. Freelancing full-time or part-time is a career choice, and freelance jobs offer plenty of opportunities and benefits.

Freelancers, especially today's "Internet freelancers," always report satisfaction in their work; this is due to several factors, such as the following:

- Freelancers are able to choose the jobs they want from a variety of freelance jobs and projects widely available on the Internet.
- Freelancers often experience a faster turnaround of projects; this lets freelancers move on to another project as soon as the current one is done.
- Freelance jobs allow for freedom and more flexibility. Freelancers can take on two or more different jobs simultaneously.



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- Freelance jobs offer higher income rates and help freelancers improve their saving capabilities.

There are several areas related to freelancing; the following four are considered the most popular:

1. **Telecommuting.** Also known as e-commuting, teleworking, or working from home. It is a work arrangement wherein workers have limited flexibility with their work location and working hours. Freelancers who are telecommuters (or teleworkers) work while connected to a central telecommunication system such as teleconferencing and video conferencing.
2. **Consulting.** A consultant provides expert advice in his/her particular area of expertise, like accountancy, law, human resources, finance and public affairs. Sometimes, a consultant is not one person alone, but a group of people who are all part of the consultancy.
3. **Offshoring.** This refers to the relocation or transfer of business operations from one country to another country. China and India are two prominent countries that companies target for their offshore operations. Lately, India has been emerging as a top destination for trade in services, which refers to sale and distribution of services between the producer and consumers. Offshoring works best for areas related to production, and manufacturing.
4. **Outsourcing.** This freelance arrangement refers to the transfer of management controls and decision-making aspect of the business to another person or groups of persons. Companies usually outsource operations to a group of individuals who specialize in that type of operation. Outsourcing is known to help companies reduce production costs and conserve energy.

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## Most Popular Freelance Jobs

Freelancers often find the most common and highly-demanded freelance jobs in the fields of journalism, computer programming, graphic design and consulting.

According to studies, people frequently seek out these freelance jobs in the United States:

- \* Accountancy experts/Bookkeepers
- \* Animators (for film)
- \* Cartographers
- \* Computer programmers
- \* Consultants (political, architectural, sales, marketing, etc.)
- \* Culinary jobs (chefs, wine connoisseurs, etc.)
- \* Data encoders/Data processors
- \* Editors/Copyeditors
- \* Engineers
- \* Events planners (corporate planning, party planning, etc.)
- \* Financial planners
- \* Florists
- \* Freelance Writers
- \* Graphic designers
- \* Inspectors
- \* Interior designers
- \* Landscape artists
- \* Massage therapists
- \* Photographers
- \* Private investigators
- \* Seamstresses
- \* Telemarketers



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- \* Translators and interpreters
- \* Tutors
- \* Upholsterers
- \* Web designers



## Freelancing Successfully

With the rising prices of commodities, it is not surprising that people are looking for other ways to earn money. Extra work is no longer an exception but a rule, especially in cities where the cost of living can be high. Now, people hold two or three jobs just to pay their bills. And this is not just a trend for students, but also for people who have established careers. Nowadays, everyone has an extra job to earn extra income.

One of the most popular sources of extra money is freelancing. Unlike part-time jobs, like babysitting on weekends or doing some hours at the local movie house after work, freelancing allows you to practice your profession. This way, you are able to use what you are already doing in your regular job.

Freelancing also affords the person more free time compared to other side jobs. This is because freelancing does not require the person to render a specific number of hours. Jobs are often per project basis. The schedule is given at the start of the contract. It is up to the freelancer to manage or budget his time so that he can finish the job on or before the deadline. This is actually a benefit to freelancing. The job is finished when the person is finished with it.

Another benefit about freelancing is that you can freelance without being physically present. The World Wide Web and the speedy transfer of data allow people to telecommute. Although they would still be doing the job, they don't have to be in the same area or location as the company they are working for. They can do the transactions over the Internet. You can even live in Europe and freelance for a company based here in the United States.

But of course, not all things are as easy as it seems. Like everything in this world, freelance work can also be hard, especially if you are not used to doing it. To freelance successfully, consider these points:





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## Build A Reputation

Many established freelancers who earn steady income build their freelance careers by referrals and repeat job orders. Unlike your regular job, which has a fixed income and hours of work, freelance assignments will largely depend on orders from repeat clients and prospective clients who have heard about your services via word of mouth or referrals.

The freelance industry is quite small, when you think about it. It is important to make sure you do your job well. Guard your reputation, especially your work ethics and attitude, as this will help your freelance career.

## Avoid Conflicts

Although there is no law against freelancing while being employed by a company (unless it is stipulated in the contract you had signed when you were hired), it is still important to consider ethical points before accepting a freelance job.

One of the things to look into is the conflict with your company and the freelancing assignments that you are hired to do by another company. It is ethical to refuse freelance assignments from companies that directly compete with the company you are working for as an employee.

Freelancing for the first time can be daunting, especially if you lack experience. Freelancing is not a career that everybody can take on without sufficient experience and contacts. If you have to do it, make it your sideline job first and then gradually ease out of your regular job if the pay is enough to support your monthly expenses.

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## Establish Your Contacts

The number one thing you have to do when starting to freelance is to establish contacts with potential clients who are in your industry. Establishing contacts not only means to get their contact information, but you also have to make sure they remember you by establishing good rapport with them.

## Build A Solid Reputation

Make sure you do every job well. Remember that freelancing is a job that relies on the assignments given to you by others. Unlike a regular job where you have a steady income and a fixed number of hours, with freelancing, the work is anything but stable! You have to compete for every job. For this, you need a solid reputation to see you through.

## Start Small

Freelancing does not mean you have to leave your work and be a full-time freelancer. You can actually do freelance work on the side while still earning a steady income with your regular job. Of course, you have to make sure freelancing on the side is acceptable with the company you are working for. This is where the personal ethics will come into play.

In doing freelance work while still holding a regular job, you have to make sure you are not doing jobs for companies or people who are direct competitors of your company. As much as possible, stay out of the industry that you are in and only accept jobs that are for a different industry. This way, there will be no conflict with your work.



## Freelance Employment: Is it for you?

More people are finding freelance employment outside of their regular day jobs. They leave the security of their regular employment to move on to the challenges of freelance employment. Freelancing has become a career choice for many people who enjoy the benefits that it offers. Freelancers often attribute their interest to freelance employment to the following factors:



- Wider range of job opportunities;
- Fast turnaround of projects;
- More freedom to choose projects of choice;
- More flexibility to work on different jobs on a simultaneous basis; and
- High income rates

Do you have what it takes to freelance? Before you take the plunge and begin the journey of working at home, read through the following steps.

- 1.** Determine the amount of money you'll need to earn to sustain your expenses. If you have a day job now, you will save a lot of money once you make your shift to freelance employment. If you begin to work at home, you will save a lot of money from commuting, food, taxes, and more.
- 2.** Take a self-assessment test. List all of your skills and experiences. Include your hobbies and interests; doing this will determine what types of freelance jobs you can handle. Do you keep a personal website? Then perhaps you can freelance as a website designer? Do you keep a personal



blog? Maybe you can freelance as a writer or blogger? If you know how to conduct searches on the Internet, you can write about any topic that may be given to you.

**3.** Visit websites offering freelance jobs and see what jobs are currently offered. Take notes and keep a list of these jobs. You should also be on the lookout for companies and organizations which use freelancers for their projects. Look at how much they pay freelancers and pay attention to the different rates for different projects. Keep a list of these important details as they will surely help you in estimating how much you should charge for a project.

**4.** Try to estimate the costs of a project if the client were to award it to you. Keep in mind the number of hours or days it might take you to complete. What would you need to charge for an hourly rate? When you have done this, you will be able to determine how much you could potentially earn.

**5.** After doing all of the above, you can start applying for freelance jobs. These jobs will help you earn some amount that you can later use after quitting your day job.

**6.** Once you have confirmed that the projects have been awarded to you, use a table to plot specific data about them. Write down all the information about these projects such as contact persons and their contact details and number of days to complete the projects.

**7.** As you begin freelance work, you will start to feel the flow of freelance employment. Bear in mind that you will not get all the projects that you want, so apply for different jobs. Be cautious when taking on several jobs. Don't take on more jobs than you can handle.



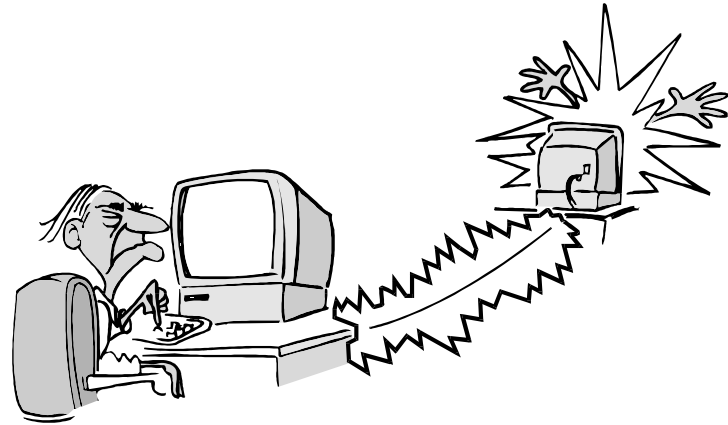
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**8.** Always track your freelance jobs and how often clients pay you. When you have developed an effective system of securing freelance work (and getting paid for your time), then you might feel you are ready to quit your day job.



# Freelancing In A Fast Changing World

The word “*freelance*” was first coined by Sir Walter Scott, a renowned Scottish historical novelist and poet, in 1819 when he wrote his novel *Ivanhoe*, to refer to a medieval mercenary warrior. The term has then shifted into more figurative meanings. In the 1860s, freelance became a figurative noun; in 1903, it was officially recognized as a verb by etymologists like the Oxford English Dictionary.



Today, the word “freelance” has changed into different forms: as a noun, freelance or freelancer; as a verb, a photographer who freelances; and as an adverb, he works freelance.

Freelancing has become a career and lifestyle choice. It has given more people a variety of benefits, and these people feel there is no better option because freelancing offers a lot of flexibility.

Many people choose to leave the security of their day jobs and engage in freelance work due mainly to the following factors:

- **Variety of jobs.** More people are drawn to freelancing for this reason alone. Freelance work offers a greater variety of assignments compared to regular employment. And with the Internet offering more and more opportunities, freelancing becomes a goldmine for those



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who seek good opportunities and better projects, not to mention higher paying jobs. A freelancer can also take on different jobs at one time. He/she can write feature articles while designing a website.

- **Fast turnaround of projects.** Most freelance jobs are time bound. Freelancers can do these jobs fast and move on to new projects as soon as they finish the job.
- **More freedom, more flexibility.** Freelancing can give you the freedom to choose the place, date and manner in which to do work. Though some freelancing schemes require contracts, freelance still spells a “no-employer no-employee” relationship. Freelance work offers more freedom for someone who does not want to be confined in an 8 to 5 or 9 to 6 work scheme. The freelancer is free to choose his working hours and be his/her own boss. Because of the freedom in the work schedule, freelancing gives a person more time to pursue other interests or take on more jobs. Other freelancers also consider they can even take care of their family better as soon as they start freelancing.
- **Improved income and savings.** Freelance workers can usually command higher income rates for their projects because they are hired for their specific talents and skills. This is a big plus because they are paid higher rates, yet do not have to work full-time. Though income rates for freelancers vary, most freelancers charge either by the hour, by the day, or per-project. Others use value-based pricing methods instead of imposing a flat rate. Payments are arranged based on the agreement, and could be done upfront, percentage upfront, or



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paid whenever the project is completed. For others, a staggered payment scheme may be agreed upon.

Today, freelancers can easily find work through the Internet. The Internet has been a good facilitator of freelancers and employers around the world. These jobs can range from writing short articles to language tutorials to architectural designs. The demand to complete projects through freelancing is very high, as shown by the thousands of projects posted on the Internet.

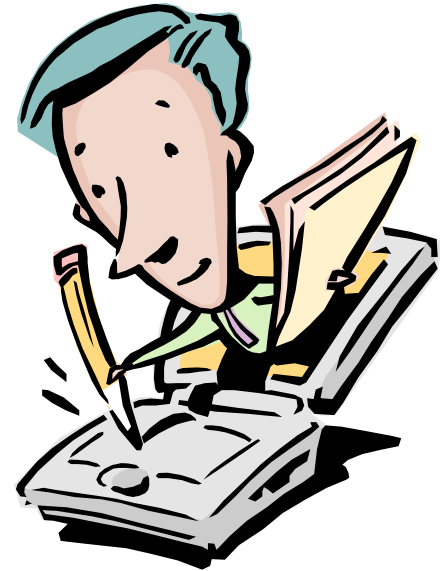




## Freelancing As A Writer

In the industry of freelancing, among the most in demand are writers. This is especially true with the birth of the Internet, which tripled the need for writers because of the various websites and online content that are constantly being updated.

There are actually lots of work a freelance writer can go into especially if they have established the right contacts. Freelance writers, as mentioned, are needed for writing online content to boost website viewership. In fact, online content is fast becoming one of the major sources of freelance assignments, not only for writers, but also for other freelancers, such as photographers, web designers and graphic artists.



Even though there are lots of assignments and freelance jobs waiting on the sidelines, this does not mean you'll be getting a fair share of them. You still have to compete with a lot of freelance writers for these jobs. To make sure you stay competitive, here are some tips:

### **Market Yourself**

If you plan to freelance, make sure people know you do freelance. How else will they know unless you tell them? When you meet people, don't hesitate to give them your business card and tell them that you do freelance work. Self-marketing is essential as this will give you the contacts you need to start a freelance career.

### **Always Do Your Best**



It is important you always do your best and make sure you take care of your work reputation. Your work, whether they are PR write-ups or newspaper articles, will be the basis for clients hiring you for future freelance work. So make sure you always give your best in every assignment.

## **Establish a Sound and Solid Reputation**

It is not only your work you should take care of, but also your attitude in dealing with people. You can be the most brilliant writer, but if you are known in the industry as difficult, you will find it hard to get freelance jobs. Take care of your reputation especially in terms of work ethics and meeting deadlines, as these are important factors that employers consider in hiring freelance writers.

## **Look for Jobs**

Of course, it is not also right that you just wait for people to give you work. You can actually look for assignments yourself, just to tide you over before actual assignments come in. There are many ways to look for freelance jobs.

You can log on to job sites where they have a special section that posts freelance jobs or part time jobs. Some are even located in different states, which you can actually accept since most just require telecommuting and not your actual presence.

Another way to look for jobs is to ask people you know for referrals.

## **Breaking into Freelance Writing**

One of the best things about being a writer is you can hold a permanent job and still write on the side. That is the good thing in having a creative



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profession. You can do freelance jobs in your spare time while still being employed. In fact, many magazine writers and journalists accept writing and editing jobs on the side, while others who can afford not to have a permanent job will settle in with freelance jobs.

There are some freelancing jobs that can pay a lot and can even exceed a person's monthly pay. Permanent writing jobs, however, provide the security. You wouldn't want to wake up one morning without money to pay the rent, right?

Freelance writing jobs are a dime a dozen especially with the advent of the Internet. Writers are frequently commissioned to do online content to keep websites updated and informative. Still, one needs to know where to look and how to look if you want to get regular assignments. Below are some tips to get freelance writing jobs :

## **Go Online**

There are a number of writing jobs you can find on the Internet, and you can do most of these freelance jobs at home. You can submit most of your finished projects to the client by e-mail, and get paid the same day. You can find freelance writing work at writing-related websites, such as [FreelanceWriting.com](http://FreelanceWriting.com).

## **Establish A Network**

Being a writer, you have to establish a network of people who will recommend you for jobs and writing assignments. PR professionals, for instance, look for writers who can do assignments for them. The same goes with owners of companies who advertise on the Internet or those who maintain websites which you can write for. Editors of magazines and newspapers also regularly seek freelance writers for articles and editorials.

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There are a lot of individuals and companies who look for part-time or freelance writers. The bigger your network is, the more people can help you find freelance work.

## **Ask for a Referral or a Recommendation**

The first step in asking for a referral is to do such an outstanding job that your client will want to refer you to his colleague. Although writing is big business, the industry is actually pretty small. Chances are your boss will also know someone who is doing a similar project. Ask for a recommendation to another person who needs a writer. This is one way to get assignments.

## **Write Well**

The key to having a great freelance writing career is to take care of your reputation, not only in terms of your writing, but also in the way you deal with people. For instance, you can write so well but if you are always missing deadlines, no person would want to deal with you. Remember that writing involves deadlines and you have to keep up with it if you want to succeed in the industry.

## **Freelance Writing Jobs**

Writers are very much in demand these days because of the rising demands for their online content. The pay is oftentimes better and the hours are not so long. Many even freelance full-time.

Freelance writing extends to several different categories. Before you begin looking for work, you'll have to decide whether or not you want to get credit



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for your writing. If you insist on a byline, you may have difficulty finding a lot of paying jobs. Byline jobs are out there if you look. However, the most money to be made is from working as a web ghostwriter.

There are several different categories of freelance writing. When you see the term “content writing” you will normally be providing text for an existing or new website. Your writing will have to be engaging and clear for website visitors. Article writers concentrate on providing articles for websites, newsletters and blogs. Generally, articles for the web are between 400 and 800 words each. Any more than that is difficult for readers to sit through while looking at a computer screen. Copywriters are challenged with putting readers in the mood to buy. They write copy for Internet sales letters and marketing sites. Ebook ghostwriters provide clients with full-length books on a variety of topics.

Freelance writers need to be professional in their online presence. This means spell-checking all writing, including e-mails to clients. It is also a good idea to get an e-mail address that is specifically used for your writing. A personal e-mail address with a goofy handle will make you appear unprofessional. Your first and last name or a combination thereof is a good choice for your web writing e-mail address.

Writing for the Internet has a few differences from writing essays in school or writing for print magazines. Readers online have short attention spans, and you’ll need to keep your sentences short and your paragraphs clear.

The other difference is the use of “keywords” in certain writing assignments. Keywords are words that have been selected by your client to be used in the article. These words have been selected because they are Internet search terms and your client wants their website to show up for those search terms. Keyword articles will require you to use the word or phrase a certain number of times in the article. Sometimes it can be difficult to use the words without

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making it sound forced. Experienced web writers have developed ways to make the keywords flow naturally into their articles.

Below are some of the areas and industries where freelance writers are needed. Read on and find the freelance path that is right for you.

## Magazines

Freelance writers are frequently hired to contribute articles for magazines. In fact, this is one area where you can actually get regular assignments as a freelance writer especially if clients find your work good. The rate for every article is quite generous especially if it involves interviewing. Some writers even kill two birds with one stone by also taking photographs for the interview. This way, the client also pays for the pictures that accompany your article.

## Newspaper correspondent

Another area where you can get freelance work is the newspapers, where editors often hire freelance correspondents (sometimes called “stringers”). This is especially true with areas that are outside the city. Newspapers find it cheaper to hire correspondents and pay for their services than to send their own staff writers to cover an event.

## Online Writers

As mentioned before, online writers are in demand nowadays because writers are needed to update website content. Magazines that maintain their own websites hire freelance writers just to do online content. In fact, not all the write ups you see on the Internet can be found in the magazines and not all articles in the magazines are used for online content.



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## PR Writing

Public relations writing is a cost-effective way to advertise products. Because of this, companies hire writers to do their PR write ups for them.

## Blogging

Blogging is yet another way to make money as a freelance writers. Blogs are an ever-growing form of Internet media. Blog writers generally provide their own content. You can make money as a freelancer by starting your own blog and posting to it daily. If you love to write, you can start several blogs at once and multiply your earnings. Once you become an experienced blogger, you can apply for blogging jobs and post for other people.

## Ghostwriting

Many freelancers find success with ghostwriting. When you work as a freelance ghostwriter you provide writing services for clients who will then use the work as their own. Ghostwriting is a lucrative opportunity, especially when you focus on web writing. For the most part, the Internet is a text and image based platform. Companies and individuals who run websites constantly need text to make their websites attractive to visitors. Since writing is something that a lot of people would rather not do, this leaves plenty of opportunities for people who love to write.

Once you've gotten a few web writing assignments under your belt, you can decide what type of web writing suits you best. You can find work on writing message boards, freelance writing job sites and classified ad sites like Craigslist. Whenever you apply for a job, make sure to include your contact information and a few well-selected writing samples.

To learn more about freelance writing, visit [www.FreelanceWriting.com](http://www.FreelanceWriting.com).

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# Freelancing As A Copywriter

With the advent of technology, copywriting already covers a wide range of media, such as television, radio, magazines, brochures, direct mail, and SEO copy. In fact, every word in every brochure, advert, website and leaflet you see is written by the copywriter. Before, copywriters were restricted to being in-house or by marketing / PR firms; but now, many freelance copywriters offer their services globally.



Working on a freelance copywriting job can be stressful. Just like all freelance jobs, freelance copywriting means you have to sell or market yourself, meet all deadlines or complete a job on time and on budget by making use of your skills and knowledge.

Being a copywriter enables you to choose a specific or particular market sector or product. To become a successful copywriter, you should have the ability to research a certain topic, while understanding your clients and target customers.

Aside from having excellent research skills, you also have to have imagination and creative flair to keep your ideas running while keeping your clients happy.

## Being A Copywriter

As with writing many types of copy, there are also different types of copywriters with various specialties in the market today. Some copywriters





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specialize in very specific forms of copywriting, such as direct mail or ad copy, while other copywriters take a more general approach by writing copy on general topics for no specific type of client.

Today, freelance copywriters are known to write different forms of copy and are expected to handle a larger workload. Despite being demanding work, freelance copywriting can be a lot of fun and one of the best ways to make a steady income if you have the skills, the connection, and the drive to be successful.

Aside from being an avenue to earn great income, freelance copywriting also offers you the ability to work from anywhere via Internet. If you are planning to become a freelance copywriter, here are some tips to help you do the job:

**1. Educate Yourself.** If you want to delve into the world of freelance copywriting, then consider getting a writing degree in English, Journalism, Communications, and the like. Having an education or a background on the career you wish to pursue can be a strong step in finding work as a copywriter.

If it's impossible for you to earn a degree, try to earn a certification in a specialty (such as marketing), or take non-degree courses that teach copywriting (or technical writing) basics offered by many colleges. Having a background in copywriting can serve as a credential once you venture into freelance work.

**2. Get a pro bono work.** If you don't have any other experience, writing copy or an article for free will provide you with the experience you need. Writing pro bono copy for clients can also serve as sample copies once you market yourself as a freelance copywriter.

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**3. Intern.** An internship from a recognized business or establishment in your field will add credibility to your skills. Aside from giving you experience and first-hand knowledge, an internship may also lead to permanent employment with the company.

**4. Pursue various opportunities.** Since the industry is booming, there are lots of freelance copywriters who serve as your competitors. If you are really into freelance copywriting, then you should always research businesses and agencies that may need copywriting services, both online and offline.

## Copywriting Jobs

The number of copywriting jobs is enormous. If you did a keyword search on "copywriting," you would find 509 open jobs. This is only a small part of the market, and you could find many other copywriting jobs on other websites as well. With the evolution of the Internet, there are more and more jobs available to write good web content among other things on the Internet. Often many freelance copywriting jobs can be found where you will find a plethora of advertising agencies. A good example of this would be in New York. Within your area, there will be a good number of smaller marketing agencies where you may be able to find work as a copywriter. The number of opportunities for a freelance copywriter is very high and this is a great field to work in.

Freelance and staff copywriting salaries usually range from \$41,000 a year up to \$85,000 a year or more. This is a rough gauge on what you could potentially make as a freelance copywriter.

Copywriting jobs are out there for the taking. According to the Bureau of Labor Statistics, copywriting jobs will grow in line with the general



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economy over the next decade. This means you will see about average growth for the industry but you could see a great deal more growth if you focus on Internet copywriting.

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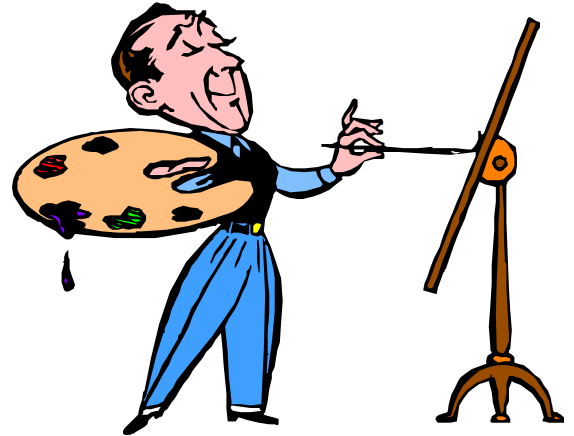
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## Freelancing As An Artist

The Internet has sprung open many doors for freelance artists. Today, if you're an artist and you want to make a steady and lucrative income, then freelancing as an artist is an excellent career choice. Aside from freeing you from all the restrictions of a full-time job, freelancing also enables you to conduct business with many diverse clients, as long as you don't sacrifice the quality of your freelance services and you don't miss any deadlines.



Artists are known to express specific and unique visions and visual representations through different mediums, such as painting, sculpture, drawing, graphic design, or mixed media. To improve their inherent skills and talent, many artists take time to attend workshops, shows, seminars, and even research extensively online to improve their profession.

In fact, some artists even use their specific set of marketable tools to become freelance commercial artists who produce work on consignment basis, or produce their own work.

Being a freelance artist opens up a great deal of opportunities. Some of the fields in which freelancing pays a lot is in the areas of commerce, computers, electronics, publishing houses, online services, advertising, promotion, product design, and software companies. Many companies hire freelance artists as consultants because of their aesthetic sense and representational skills.



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## BECOMING A FREELANCE ARTIST

Aside from giving you freedom to choose your projects, freelancing as an artist also allows you to handpick jobs that are within the bounds of your talents and skills. Most experts agree if you are an artist, freelancing is the best way to go because you can be your own boss.

Successful freelance artists understand what potential clients want or need, or they know how to customize a project to their clients' taste. If you are an aspiring freelance artist or designer, here are a few steps to become successful.

- 1. Set your goals.** Before jumping into freelancing, make sure you already set your goals, and you know what you want to do. Try to develop a business plan and figure out in what areas of art you excel.
- 2. Build a good portfolio and develop a good presentation.** Your portfolio will serve as your "calling card." Make sure you build a good portfolio because it will be the first thing your clients will see. If you plan to conduct business online, then it is a must you develop an online portfolio which is organized, clear, and professional looking.
- 3. Create Thumbnail Samples.** Create thumbnail graphics of your samples online. Write descriptive text for each sample. Create a website that shows good representation of your skills.
- 4. Build good working relationships.** Working online means you conduct business virtually. Since you don't meet your clients face-to-face, it can be hard for you to establish good working relationships. But, don't let working virtually hinder you from establishing good working relationships with your clients. Remember to always be available in case

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your clients need to meet with you or discuss a project with you. Also make sure you always communicate with your clients regularly.

**5. Educate your clients.** Don't let your clients dictate what they want you to produce as the final outcome. Since you are an expert in your field, educate your clients about the designing process and what might be involved in completing the project.

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# Freelancing As A Graphic Designer

Today, more and more graphic designers are into selling freelance design because it opens the door for better opportunities. If you are interested in offering freelance design, then you should familiarize yourself with the basics of freelance design.



**1. Know when to say "NO."** If you are freelancing as a graphic designer, the first thing you need to learn is when to say "No"

because this will create a great impact on the project output later on. If you don't like a suggestion by the client, then you should learn how to decline politely. If the client still persists, learn how to use the art of compromise. If you know how to manage persistent clients and know how to compromise, then you can create a harmonious working environment. But then again, you will always encounter clients who are not willing to compromise. If you encounter these kinds of clients, it is best if you know how to get out of the situation because they are not worth the trouble.

**2. Always be polite, persistent, and positive.** If you are dealing with clients, make sure you always communicate in a very professional manner. Always exude an air of politeness by listening intently to your client. Be persistent if you must because this is one way of educating your client. And always be on the positive side.



**3. Make sure you constantly increase your level of skill and expertise.** Learning is a never-ending process. If you are in the field of freelance design, then you must always strive to learn and grow as a professional.

**4. Take time to relax and boost your self confidence.** The primary reason why you have embarked on a freelance career is that you desire to veer away from time constraints and a hectic schedule. So take time to relax. If you are relaxed, then you can have enough self-confidence to do the job.

**5. Make it a point to have fun even if the going gets tough.** It is a must that you love your profession to enjoy what you are doing.

**6. Always have a personal life.** Make it a point to enjoy a personal life, so when you experience stress and problems in your work, you will always have a fallback.

**7. Always practice honesty and ethics.** If you can't keep a promise, don't give it. Always be honest if you can't deliver what the clients want. Never compromise if you can't follow the agreement, and always be ethical in conducting business arrangements.

**8. Be a good businessperson.** Being a freelance designer means you are running your own business. Being the boss of your own so-called "company," means you are expected to know the ABCs of the business. As a freelance designer, you should always inform yourself about your rights.





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Protect it by keeping abreast of the recent ethical standards, laws and tax reforms. Update yourself with the current pricing guidelines, effective negotiation skills, ways of maintaining excellent records and paper works and in what organizations you can join.

**9. Never take rejection personally.** Always maintain a sense of professionalism by not taking rejection and criticisms personally.

**10. Never miss a deadline.** Being a freelancer doesn't mean you can miss a deadline because you are your own boss. If you have a habit of missing a deadline, chances are you will find yourself losing clients along the way.

## How to Become a Freelance Designer

The birth of the Internet has changed the landscape of communications. Aside from providing a seemingly limitless source of information, the Internet has opened plenty of opportunities to people and businesses.

One of the most lucrative freelance fields is graphic design. Today, more and more designers are freelancing because they experience the artistic freedom they have been longing for.

The most popular set of designers are graphic designers. These are entrepreneurs who have independent spirit combined with a sense of adventure. Having their own bold vision of success, graphic designers venture into freelancing so they can have artistic independence. Despite having to working extended hours, many designers freelance because they

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can have more assignments and projects and earn more money in the process.

Graphic designers are those people who are known to generate and create visual presentation and design of various goods; this often includes websites, album covers, soap boxes, and even cat food cans. The works of these people are usually done on a project basis so they are known to work under extreme time constraints to produce quality material or output.

To be a successful graphic designer, you will need Adobe Photoshop (latest version) with Image Ready so you will get the most out of the photos you will use. Aside from this, you will also need Adobe Illustrator so you can transform your creativity and ideas into impressive graphics for use in print, on the Web, and in dynamic digital media as well. Lastly, you will also need QuarkXPress, one of the leaders in desktop publishing, or Adobe InDesign to achieve professional publishing results.

Being a freelance designer means you possess great visual communication skills to convey a specific message -- either an idea or concept -- to a defined group of people using print or visual media. As the profession of graphic designing evolved through computers and digital technology, the growth of demand for the field has also increased.

Before you decide to become a freelance graphic designer, you must know who your targeted market is. If you are planning to freelance, your market will definitely include design agencies. Aside from that, your potential clients might include companies that have upcoming campaigns or projects.

Here are some tips to strengthen your freelance stint as a freelance designer:

**1. Strengthen your network.** You can do this by attending design conferences and interacting with other freelance designers, exhibitors, guest



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speakers, and the like. You can also strengthen your network by going to local clubs, art-house cinemas, galleries, and café bars so you can meet local freelance designers.

**2. Build your portfolio.** Since this serves as your calling card, make sure you build a reputable portfolio for your clients to see.

**3. Create your own branding.** If you are freelancing as a specialist, you should be able to create your own branding just like in any business so you will earn a distinct reputation in the specific field.

## Finding Freelance Graphic Design Jobs

Today, graphic design has become one of the most-sought after services in the industry of marketing and promotions. Since freelance graphic designers provide visual representation of goods, products, and services, graphic design jobs have become an in-demand commodity for various companies and establishments.

Graphic design services are being marketed by freelance graphic designers to offer potential clients more options. One media where graphic design jobs are promoted and marketed is the Internet. Since the Internet has no barriers or boundaries, many graphic designers use the Internet as a whole new avenue to find freelance graphic design jobs and opportunities.

As the industry of web design and development grows, graphic designers and illustrators are now given the opportunity to reach a new market on a global scale by doing freelance gigs. In fact, many clients prefer to hire freelance graphic designers to do the job because they are more artistic,

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creative and productive compared to those who are working full-time in different firms.

If you are a company owner and you want to strengthen your marketing and promoting strategy, then consider hiring freelance graphic designers. Today, there are many freelance graphic designers who offer their services. All you need to do is surf the Internet and browse your options for freelance graphic designers or for freelance graphic design jobs.

You can do this by narrowing down your choices and by determining what kind of graphic design work you would want to use. You can opt for different kinds of graphics if you want to sell products or you can opt for a more specific graphic design job like illustrative graphics if you want to clarify a news story published in your newspaper. Aside from that, you can also seek the assistance of freelance graphic designers if you want to change the image of your website.

## **The Advantage of Freelance Graphic Design**

By now, you realize that images are as powerful as words. If you are planning to change or improve your marketing or promoting strategy, then you should seek for the assistance of freelance graphic designers to do the job. If you are thinking of forceful and convincing images that will clearly convey your message single-handedly, then you should consider how graphic designers can boost your advertisement efforts.

If you are contemplating in hiring freelance graphic designers to do the job for you, all you need to do is surf the Internet and look for websites where a list of freelance graphic designers are available.



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Many websites are well-organized and have comprehensive database which makes it possible for freelancers and employers to interact. They can even help you find graphic designers who can be a perfect candidate for your project.

If you are a freelance graphic designer and you want to find freelance graphic design jobs, you can also use the Internet to find profitable markets for your services. All you need to do is surf sites where they host freelance graphic design jobs and they can match you with clients who need your expertise.

In fact, you can find freelance graphic design jobs listed at these websites and contact the potential client by yourself. Just make sure that when you do this, you have earned a reputation for being a professional freelance graphic designer who can meet deadlines and can complete freelance graphic design jobs on time.

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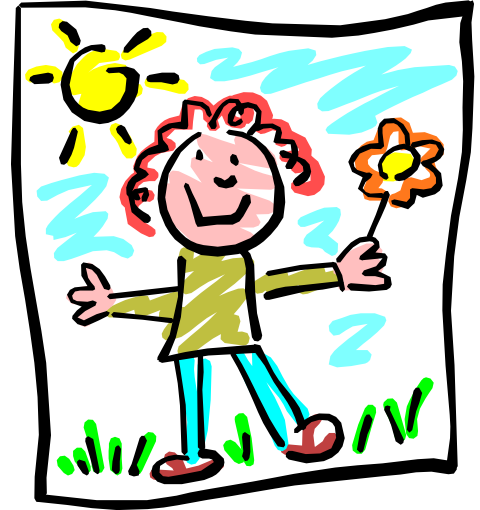
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# Freelancing As An Illustrator

One of the biggest markets where freelance work is done is in the field of designing and illustration. Defined as "doing graphic design jobs for businesses to make their products sell via direct marketing," illustrating is becoming one of the growing markets where designers earn income by doing freelance work.

Indeed, words are powerful. But today, in a world where competition flourishes, images prove they are even more powerful and forceful. This is because more and more people appreciate visuals and appealing illustration compared to overwhelming texts in any marketing and promotion strategy.



With today's fast-paced and modern technology, images are used to communicate and convey messages and information. Unlike texts where there are boundaries because people speak different languages, images created by freelance illustrators are used in most marketing campaigns because they can appeal even to those people who have different ethnicities and backgrounds.

## Becoming A Freelance Illustrator

Almost all business establishments need designers and illustrators. This is because they realize illustrations can be more powerful in promoting their services and products. Instead of hiring full-time illustrators or in-house designers, many clients prefer to hire freelancers because they are oftentimes more creative and resourceful.



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For companies that want to create a new marketing strategy to communicate a message or information effectively, illustration can be the key. Whether you are into publishing a children's book, instructional booklet, or website, your product can be more appealing if it has illustrations. So, it is now time to consider your options for freelance illustration or design.

To become a freelance illustrator or designer, you should specialize in the required field. You can do this by earning a degree or certification at various colleges and universities. But if you are too busy to take classes in educational establishments, you can take courses online that can help you to succeed as freelance illustrator. Here are some of the sites where you can take online courses:

**1. Sessions.** This is one of the online schools of design and media. Many freelance illustrators agree that being a student of Sessions enables you to enjoy an award-winning curriculum of design and illustration classes right in the comfort of your own home. <http://www.sessions.edu/>

**2. Tutorials.** There are many websites that offer online tutorials over the Internet today. Most of these multimedia tutorials can help you to learn graphic design, web design and illustration without the delays of downloading. You can even start using these web-based tutorials as soon as you sign in. Go to Google.com and key in "[tutorials](#)" + "[graphic design](#)" to pull up a list of websites that offer tutorials.

**3. Academy of Art University.** This site provides comprehensive online continuing education classes in very interactive classrooms. If you want to take graphic design, web design and illustration courses online, then

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you should start browsing this website now.

[http://online.academyart.edu/graphic\\_design.html](http://online.academyart.edu/graphic_design.html)

**4. Penn Foster Career School.** This is one of the sites that offer at-home and self-paced training that teaches web design, illustration and graphic design for individuals who want to learn without having to enroll in a major college or university. <http://www.pennfoster.edu>

Aside from expanding your education, you will also need the tools and software to be a graphic designer or illustrator, such as *Adobe Photoshop* with *Image Ready* to help boost the resolution of your photos; *Illustrator* to help your graphics become more appropriate for print, web, and dynamic digital media use; and *QuarkXPress* or *InDesign* to achieve ultimate professional publishing results.

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# Freelancing As A Photographer

One of the most in demand freelance professionals is photographers. Freelance photography is lucrative especially if you have already established a good reputation in the industry and in the community. The going rate per assignment can skyrocket, and many freelance photographers charge per picture and not per assignment.



The Internet has provided more work for freelance photographers. With the rising costs of basic commodities, many are turning to freelance work as a side line or as a means for extra income.

Below are just some of the ways in which you can do freelance photography.

## Photo Sites

Photos.com ([www.photos.com](http://www.photos.com)) and similar websites provide photo services to people and businesses. Freelance photographers can submit their work online and get paid for each photo. Of course, the pay is not as good as being hired to do photographs for an event, but you can earn royalty payments based on the number of photos you submit.

## Wedding Photographs

Many freelance photographers do wedding photographs. Not only are you hired to take photos for the wedding day and the receptions, but also before the wedding. In fact, many couples hire a photographer to do their engagement party, their bachelor's party and their bridal shower. Photographers can also do engagement portraits as well as wedding portraits.



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Another area you can earn money during weddings is taking photograph shots of the guests and then selling them afterwards during the receptions. As most people do not have someone who can take photographs, you can actually earn a lot from this. If you can, offer packages at low prices. This way, you will be able to earn more. You can even suggest they use photos as their souvenirs.

## Event Coverage

Freelance photographers can earn a lucrative income by covering events where the pay is given per picture. This is often the case with magazines and newspapers which hire correspondent photographers to cover the events for them. Online webzines and other websites are also other areas which you should look into. Companies with websites also pay freelance photographers to update their online pictures and photos.

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## Freelancing As A Programmer

Freelancing has become one of the trends in generating better income for most professionals today. In fact, one of fields where freelancing is popular is software programming. Today, the world of software development and programming is going through drastic changes. Many big companies and small companies are getting into different levels and options to gear their businesses towards stability.

Because more and more companies are gearing towards different alternatives to better promote their products and services, this need opens up many opportunities to professionals who are doing freelance work. And because of this growing need and demand of companies for freelance programmers, the availability of freelance jobs in the market also increases.

If you are a freelance programmer and you are more than willing to spend extra hours to dedicate your skills, expertise and experience, then you have better chances of survival in the industry. In fact, being a freelance programmer is a potential option for you so you can earn more money.

If you are planning to freelance as programmer, here are some suggestions:

**1. Finalize your goals.** This is very important especially if you want to freelance because this will serve as your foundation for the shifting career. Before you finally decide to freelance as a programmer, make sure you develop a clear set of goals to know where you are headed. You should also



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develop a good business plan to identify your strengths and weaknesses as well as your abilities. Once you have done this, then you can sell your services to various clients.

**2. Create a good portfolio.** Your portfolio is your presentation in the market. If you want to freelance in the world of programming, your portfolio should reflect what you are marketing. Always remember your portfolio is your "calling card," so make sure you build it well. For a portfolio to be effective in persuading clients to hire you, it should be organized, clear, and professional-looking. If you are beginning to build a portfolio, make sure you include your best works.

**3. Build and maintain good working relationships with your clients.** Working online makes it harder for people to create and maintain good working relationships. But don't let this prevent you from developing harmonious relationships with your clients. All you need to do is open good lines of communication with your clients and be available when your clients have questions or need clarifications.

**4. Promote and market yourself.** You can do this by signing up with online marketplaces, building your own website, creating a self-promotion piece, program or design, or by networking.

**5. Build a reputable business.** Maintain regular business hours when you accept a new project. And always make sure you sign the contract and request half of your fee up from as soon as the project starts.



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If you want to find freelance programming work, then visit these websites where freelance jobs for programmers are listed; they include: AllFreelance.com, Ework.com, Elance.com, RentACoder.com, Smarterwork.com, and Indeed.com.

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## Freelancing As A Translator

Freelancing is one of the surefire approaches most professional use to earn extra income. Some of them even use this as a stepping stone to accomplish a stable career. Today, one of the most lucrative areas where freelancers earn a good income is the field of translation.

More and more freelance translators offer their services. Although the profession sounds good and the translation industry is steadily booming, it can be hard to find well-paying work. To be successful as a freelance translator, you should have a degree in translation, translation experience, excellent language skills, and training and experience in a technical field of translation.



If you are interested in freelance translation, the easiest way to break in is to have samples and references. You can do this by volunteering or interning at agencies that need translation services, such as the *American Red Cross*, *Translators Without Borders*, refugee assistance programs, and public health clinics. Many agencies need volunteer translators or will hire freelance translators for low-pay in lieu of training and references.

Aside from getting experience and references, you also need to be a good writer. The profession of translation requires excellent writing skills because the translation must be accurate verbatim as well as grammatically correct. Lastly, you need subject-specific knowledge in your own native tongue to translate subject-specific documents as requested by your potential client.



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Here are additional tips to help you become a successful freelance translator:

- 1. Make sure you set realistic goals.** Just like in any field, you need to consider if you want to work fulltime or freelance. If you are considering working as a freelance translator, you need to realize the outcome. Since you are new in the field, you can't expect to earn a sizeable list of clients on a regular basis.
- 2. Market continuously.** If you are established in the industry, then you know you must never stop marketing. Having a regular list of clients doesn't guarantee you can keep all of them forever. Make sure you continue marketing your services and contacting prospective clients.
- 3. Tap into local markets.** Never ignore the local market, especially if you can present yourself better in person than on paper. The best way to build rapport and credibility with a prospective client is to meet the prospect in person and show your portfolio. By doing this, you can be a step above your competition and increase the chances of convincing the prospect to hire you.
- 4. Join trade associations.** By doing this, you can add credentials to your portfolio. Freelance translators can join associations such as the *American Translators Association* or its local chapters to help you establish professionalism as a translator. This can also create opportunities to meet other translators and learn from them.
- 5. Learn from experience by asking for advice.** Try to talk to other translators so you will have an idea about the translation field.

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**6. Adjust your resume toward translation.** The key to convincing clients to hire you is by marketing yourself as bilingual. Also if you have specialized professional skills, you can include this in your resume or portfolio.

**7. Offer more benefits.** Try offering services that more experienced translators don't. As mentioned, the translation industry is booming and many translators are offering their services. To meet the demands of the competitive market, offer services that others don't offer, such as working on nights, weekends, and rush jobs.

**8. Get certified.** If you are a freelance translator, make sure you get certified so you can back up your credentials and experience. For information on getting certified, visit <http://www.atanet.org/certification/>.

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## Freelancing As A Web Designer

One of the most lucrative venues the Internet has provided is in the field of web design. Today, more and more people and business establishments are in need of skilled people who can create and maintain their websites and this is where web designers rush in.

With the continuous roll out of broadband services in various parts of the globe, it is not surprising many businesses want to establish a corporate website. After realizing how the Internet can help their business, many company owners want to establish their own web sites to boost their marketing strategies.

Aside from jumping into the bandwagon of modern technology, having a website also gives companies a powerful online presence.

### Becoming A Web Designer

Undeniably, the market is growing for freelance web designing today. If you are a web designer and you are considering freelance work, then it is now time to narrow down your options. The market for web designing continues to grow as long as there are companies who need web designers in creating a front for traditional businesses or services.

Aside from having businesses as potential clients, freelance web designers can also rely on the billions of existing web pages on the Internet because these sites will need to be designed, built and maintained later on. If you're



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planning to do freelance web designing, then you should gain knowledge and experience to become one.

The first thing you need to consider is getting educated about the field. Today, there are many colleges and universities that offer multimedia courses and degrees. By enrolling in one of these educational institutions, you can learn different disciplines to become an expert in the field of freelance web designing.

Secondly, you need to reassess your skills to become a successful freelance web designer. To become a competent web designer, you should be able to complete a web site on your own. By doing this, you will have the knowledge in designing the layout of your client's site while designing the elements that involve the use of Photoshop and Illustrator (Adobe) or Fireworks and Freehand (Macromedia).

Also, to become a successful freelance web designer, you need to understand aspects such as: design and image optimization to give good download; making the site easy to use; making it more search engine friendly; and most importantly, making it cross browser compliant. You will also need to have a good knowledge of HTML code as well as how to use an HTML editor to create a web page.

If you're new in the industry of freelance web designing, you might be using Microsoft Front Page; but most freelancers say that newbies should veer away from using it because it has a lot of proprietary codes that are oftentimes non-cross browser compliant.

Macromedia's Dreamweaver is the best option to create a site because it will save you time and energy when compared to hand coding. Aside from that, it is also important for you to understand the HTML behind the design.



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Aside from Dreamweaver, Adobe Photoshop with Imageready, both Illustrator, and Flash can also help you create better web sites.

## **Freelancing As A Web Designer**

In the movie Star Trek, space is considered to be the final frontier. Since ordinary civilians are not yet able to complete the voyage to seek new worlds, the best thing anyone can do is reach out to people in different states and countries by communicating in cyberspace.

The Internet has become valuable for a lot of people. Not only can someone send an email or do research, this can also be used to transact business. This is better known as electronic commerce and the only way to do this is by creating a website.

The website should feature the products or services that the entrepreneur is offering. Those who want to sell NBA apparel should offer the merchandise so that customers can check it out. Those who like it can place an order and the only thing to do is pack it and send this to the recipient.

Not everyone is a computer expert or has the slightest inkling of how to make a website. Fortunately, the entrepreneur can get help from a freelance web designer who can put everything up and make it happen.

Illustrating or graphic designing is one of the industries where freelancing is abundant. Because the job can be arranged in a per project basis, more and more potential clients prefer to hire freelance illustrators or graphic designers because they don't have to pay the artists just like the regular employees.

If you are in the field of illustration or graphic designing and you would want to accept freelance jobs or projects, then you should start building,

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promoting and marketing yourself. According to most freelance illustrators and graphic designers who are into the field of freelancing, a freelance graphic designer should possess a dedicated passion for a demanding job and clients as well.

If you are a full time web designer and you are planning to go freelance, here's a set of considerations you might want to contemplate on before indulging into an adventurous yet demanding job.

**1. Determine and set your goals.** Just like in any job, becoming a freelance web designer will require you to set and determine your goals before finally jumping over a new set up. Since becoming a freelance web designer will eat much of your time especially if you're just starting, you need to contemplate if you should drop your day time job and if you can handle meticulous and demanding clients at hand.

Part of determining and setting your goals is asking yourself what you are getting out of the career shift and what made you decide to do this.

**2. Assess yourself.** Going freelance means you need experience, discipline, knowledge, and expertise in the field you are in. If you think you have these traits, then you should also assess if you have the drive and ambition to turn your skill into a success.

Also, you have to ask yourself if you have the willingness and the patience to start a new career. It is important that you have the talent, drive, and motivation to generate more income from your potential clients.

**3. Check your business acumen.** Knowing different business routes and knowing how to run a business will definitely help you become a successful freelance web designer.



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**4. Gauge your capability to decide.** Decision-making is a very important aspect in freelancing. If you are really planning to freelance, then you should have the heart and the mind to decide. Since you'll be making a lot of decisions eventually, you should start learning to decide wisely.

**5. Check your overall attitude towards shifting to a new working environment.** Before finally jumping into freelancing, you should ask yourself how to handle stress, possible rejection, and competition.

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# Freelancing As A Webmaster

For some people, freelancing is the best way to start a new career. And why not? By becoming a freelancer, you don't have a boss, you don't have restricted working hours and schedule, and you don't have dress up and go to the office because you can earn money by working inside the confines of your own home.



## Finding A Whole New World

One industry in which freelancing is in high demand is building and maintaining websites as a webmaster. With the help of the Internet, many webmasters are given opportunities to find freelance projects. Delving into design and web development as a professional, and even as a part timer, will require a certain amount of planning and preparation. If you are a webmaster or if you have background in web development, and you want to work as a freelancer, here are some things to consider:

**1. Work on your own site.** By now, you should be working on your own site because it is your shop front where people and potential clients will see first in deciding to hire you. As much as possible, your site should be free of errors and mistakes, both in the code and the copy.

Your website should be cross-browser compatible, easy to use, readable and at least formal or professional looking. If you already have a personal site, don't use to promote your services as a web designer. It is best of you create



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or build a new site with a different domain dedicated in promoting your services as a web master or designer.

**2. Build your portfolio.** Since you will promote your services virtually, you need to build a portfolio that showcases your best work. If you are a beginner in the world of freelance web design, most freelance webmasters will suggest that you offer your services for free to voluntary groups that don't have a site yet.

You can also build sites for your friends, relatives, and family members. By doing this, you can promote your services and talent to those who visit their sites.

**3. Sell your portfolio.** Aside from building a good and reputable portfolio, you should do everything you can to keep expanding your portfolio. By doing this, you can showcase your work while you gain experience in building sites.

**4. Develop a mindset to make money early on.** Being a freelance webmaster can help you earn a lot of money — that is if you already have a stable and steady list of clients and a reputation in the field. Since you are just starting, don't expect projects to come easily. When things are slow, continue building websites and get your work out there — who knows, potential clients might see a sample of your work and inquire about your services.

**5. Keep a day job.** Since you are just starting your career in the world of freelance web development, it is wise to keep a day job to sustain your financial needs. Although it may mean you have to work double time, don't worry because it will pay off as you secure new clients. If you can keep a day job and still freelance, then you might be better off because freelance work can be unpredictable.

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If you don't get clients, then giving up a regular pay check will only make your financial constraints worse. Even if you have a paying client, it is still wise to keep a day job until you are sure freelancing can support your lifestyle.

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## How to Manage Freelance Jobs

Freelance work is growing by leaps and bounds. Perhaps this because what Americans earn in their regular jobs are no longer sufficient to support their monthly expenses. With the rising costs of living, this is not surprising anymore.

Freelance work also benefits the company. As opposed to hiring regular employees, companies don't have to provide benefits to freelance workers. In fact, most of these freelance workers have a job of their own and are just in need of a little extra cash in their hands.



Freelance jobs often involve creative works like websites, web content and graphics. Some also need or hire people who can sell products on the side in exchange for a commission. Though it is not so hard to do freelance work, it is important that people manage their time as this can become a source of stress for them.

Below are some tips you can follow to have a stress-free freelance job.

### **Make a time table**

As hard as it is to do and as obsessive-compulsive as it may seem, setting a time table for your freelance work is one way to deal with it. This is important as most freelancers have a day job that they attend to.

### **Divide and conquer**

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Eating a whole pie in just one serving can give you indigestion. The same goes with freelance work. Doing all the work in just one day can lead you to high stress levels.

What you can do to avoid this is to divide the job into smaller pieces that you can “chew” everyday during your free time. This way, you are slowly completing the job without feeling a lot of stress. Make sure when you divide the job, you will not lose the continuity and make the job appear to be disjointed.

This is especially true with jobs that must have coherence such as with writing or with drawing. Moods for the day can influence the drawings and the style of writing. Before you divide the job, make sure you have taken this into consideration.

## **Discipline yourself**

Managing your time and dividing the work cannot be done if you don't have the discipline to see it through. This means you have to make sure you stick to your schedule. For instance, if you have to finish a specific amount of work at a certain period, then make sure you finish it.

If you don't, at least make sure you can cover what you have not done on your next day. For example, if you promised yourself to finish three articles every day and you managed to finish only two today, then you will need to finish four the next day.



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## Choosing The Right Freelance Business

If you are considering working from home, you must decide whether or not working at home is right for you. Next, you need to consider what type of freelance work you want to do. There are many opportunities for freelancers out there, both online and offline. Having a successful freelance career starts with evaluating your own skills and requirements in a job and then finding the right match.



Sometimes the best place to start with your freelance career is where your staff employment had ended. Many people find they can become independent contractors in the field in which they previously worked. You can use your previous work experience as a launching pad for your freelance career. Some ways to use your experience include: finding a company that hires people in your field to work from home; or using your previous experience to become an “expert” writer in your field; or starting a business related to your previous field.

Some people look at their freelance careers as a way to break out of their old job. If you’d like to try something completely different, there are plenty of opportunities for entry-level work as a freelancer. Many of these jobs deal with telephone or online customer service. When you work as a customer service agent from your home, you need a reliable Internet connection and a working phone. Companies also hire medical transcriptionists, data entry professionals and virtual personal assistants to telecommute.

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If you want to start your own freelance business, the opportunities are very vast. You can start with a direct sales company and sell products from an established brand to friends and neighbors. You'll make commissions through your sales and by recruiting other people to sell the products. There are hundreds of direct sales companies that offer everything from aromatherapy products to candles to cooking supplies.

Another option for starting your own freelance business is offering a service in your community. Day care center operators, florists, professional organizers, freelance writers, and hairdressers all have the option of working at home, among many other professions.

Many people turn to the Internet for a source of freelance income. The World Wide Web offers a plethora of job opportunities. You can offer your services online as a freelance web designer, writer or virtual assistant. You can also start an online store that sells your own products.

Decide first what type of job you'd like to do and then work from there. If you are truly a people person and need to get out each day, direct sales or a local service business might be right for you. If you are the type of person who goes online a lot and is comfortable with the Internet, try finding a job or starting your own freelance business on the Internet. If you like the comfort of having a weekly paycheck, look into telecommuting positions.

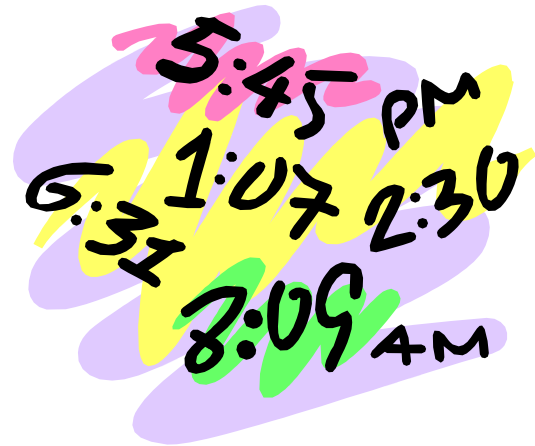
Once you've decided what category of job you'd like, do some research on what it takes to be successful at that type of business. If you feel like you are drawn to one particular business or company, then sit on your decision for a week and see how it feels. Imagine what your life will be like as you take on the duties of that job. More importantly, be realistic with yourself about how much time you can devote to your business. Finding the right match isn't hard when you thoroughly consider your options.



# Meeting Your Freelancing Deadlines

When it comes to meeting deadlines, one way to manage your timetable effectively is to divide the large jobs and farm them out to several coders.

Let's say you've been awarded a writing job to write an e-book on childcare with 10 chapters for \$2,000 over a 45 day period of time. Bid out each chapter separately among 10 coders and allocate, say, \$100 for each chapter over a 25 day period. This way you don't have to worry about the deadline because you've given yourself a 20-day buffer and you stand to earn \$1,000 for your efforts.



If you are going to handle a project in this manner, then you must be able to rewrite the articles to make sure the entire book “flows” seamlessly and that the same style and tone of voice is consistent throughout.

## 1. Cultivate a strong talent pool

In many cases, this is the most important asset you need to subcontract work to others. Here are a few additional tips to help you out in this regard:

### a) Know how to hire a good coder

There are four things you should look at when hiring a coder – their resume, their samples, their rating, and their client testimonials.



The last two are critical because it is easy to prepare a bogus resume and samples, especially on the Internet.

If you look at those four things and feel you have found the person you are looking for, hire them.

**b) Know how to keep them happy**

A happy coder always delivers better work than an unhappy one, given the same skill level. You keep your coders happy by dealing in a polite and professional manner, paying them on time and understanding them when they fall or falter (and believe me, they will miss a deadline now and then). Give them respect and they will give you their best.

**2. Nurture your current roster of clients**

Here is the main reason why quality counts – it is quality, more than anything else, that will make your customers come running back to you again and again. Always put a premium on quality. First-class work is sometimes hard to find, especially given a limited budget. If you consistently deliver first-class work, you assure yourself and your coders of a prosperous business well into the future.

There is a popular saying in sales which says that “It is eight times easier to get new business from your current clients than it is from cold calls.” In other words, make sure you ask your clients for referrals from people they know or work with who may need the service you provide.

Some coders hesitate to ask for referrals because they feel it is unprofessional. They feel asking for referrals are like asking for a favor. That is not the case. If you have faith in your ability to deliver good work you are actually helping your client because of your willingness to provide quality work to their friends or business associates. That will reflect well on them too. It is a two-way street.



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