

Freelance Riches

How To Earn
A Fulltime Income

As A Part Time
FREELANCER



**PRESENTED
by LIZ TOMNEY**

My lawyer made me do it. :)

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About the author...



Liz Tomey

Liz Tomey got her start in the marketing world at the age of 19 by starting her own direct mail/mail order business. Liz created several product and services to help others in the direct mail/mail order business build their businesses quickly and easily. She's successfully run this business since 1998.

In late 2004 Liz took the Internet marketing arena by storm by creating products and services especially for Internet marketers. These proven to work products are what have allowed Liz to become the well-known and liked Internet marketer that she is today.

The [Marketing For REAL People](#) newsletter is also published by Liz where she focuses more on teaching no BS marketing techniques rather than pushing the "product of the day". This newsletter allows her to help Internet marketers push their business to new levels.

Liz is also the owner and sole creator of some of the hottest sites in Internet marketing.

<http://www.TomeyMarketing.com> - This is Liz's main site. You can see exactly what she's about and any and all products and services she has created along with incredible free learning tools including video tutorials and many helpful articles.

<http://www.MyOriginalEProducts.com> - Limited resale rights offered each and every month. Don't compete with Tom, Dick, Harry, and the 10,000 other people who own the same old resale rights products. Make money by being one of the few to promote high quality resale rights products!

<http://www.JointVentureSeeker.com> - Last year JV partners brought in over 85% of my sales. Now you can learn exactly how to get JV partners to put money in YOUR pocket!

[UndergroundMarketingStrategy.com](http://www.UndergroundMarketingStrategy.com) - Now you can get several marketing strategies that will show you how to make money online. This site is devoted to teaching you proven ways to make money online, so that you can create multiple streams of income.

Liz lives in Gates, TN with her husband and 5 (yes, F-I-V-E) kids. She runs her business along with her husband full time from her home.

She enjoys any sports her kids are in, playing outside with her kids, dates with her husband, traveling anywhere warm, and "playing" in her many flower gardens.

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Chapter 1: Why Would You Do Freelance Work?

You love getting up early in the morning just so you can fight rush hour traffic to be at work on time. You like to go to work and see the same people doing the same thing day in and day out.

You love your boss and look forward to his or her demands on you and your time everyday.

You don't mind that you never see your family or children. You don't mind that you miss all of their games and events.

You like working overtime.

You don't mind that you have not received a raise in three years. You don't mind that you are making minimum wage and barely making ends meet. You would hate working at home and spending more time with your family. A million dollars is not something you aspire to ever earn.

If the person described above is you, then don't read any further. If you don't want to be your own boss and don't want to tell others how much your time is worth and don't want to actually get paid for your time, then stop reading.

If you are content living the life you have and don't wish to take your career into your own hands and shape your own future, then put this book down. Just close it. Throw it in the trash. Line the bird cage with the papers that contain the information on how to make freelancing a lucrative career.

If, however, a million dollar career is something you are interested in, then find a comfortable chair, grab your favorite beverage, and settle down with a pen and paper so you can take some pertinent notes. Take the time to read this book about freelancing and how it could mean financial freedom and control over your career.

Does freelancing mean you will get rich overnight? No, it takes work and dedication. There are a number of obstacles that you will have to overcome but the rewards will be substantial if you are willing to put in the time and effort. The possibilities are endless.

There are opportunities for any person to break into the lucrative career of freelancing. All you need is diligence, patience, and tenacity to pursue it and make it happen. This book will show you how.

On the other hand, if you are the person that was described at the beginning of the chapter, get that beverage and curl up with the latest novel by your favorite

author. It might be enjoyable reading and that is fine. Just remember, unless you are doing that for a living, you won't be making a dime. .

Why freelance?

Freelancing allows you to be your own boss. This means you make your own hours.

Wear what you want. Does your current job have a dress code? How does sitting in your pajamas all day sound; what about just spending the day wearing your favorite pair of worn out jeans and that T-shirt from that unforgettable 1980's rock concert. If you are an independent agent, like a freelancer, then you decide the dress code.

Making your own hours does not mean loafing around all day. It means having the self discipline to set aside a certain amount of hours that you work each day. But, as the boss, you get to decide what those hours are.

That way you can pick up the kids from school, have lunch with the spouse, go to the gym during the day when it's not so crowded, and never have to make that horrible rush-hour commute.

Being a freelancer means that you get to set your own prices for what your time is worth. No more waiting years for a raise that may never come. As you become more proficient and widen your client base you can double and triple your earnings as you see fit.

Have you ever considered living somewhere else but your job and family obligations keep you stuck in the same place. Freelancing gives you the freedom to take your family, if that applies to you, or just yourself and live wherever you want.

As long as you have a phone, a computer and a way to receive mail, you can live at the South Pole or Hawaii and still have a lucrative freelancing career. Your home is your office. You can be sitting in a coffee shop and enjoying a scone with a mocha latte at the same time you are making millions of dollars.

When I was a child my father always told me that "nothing in life is free," and "if it sounds too good to be true then it probably is." In the case of freelancing the price is minimal.

As you will see in future chapters you will need some general items such as a computer, a printer and maybe a fax and scanner. After you have the materials needed to be a freelancer your greatest cost will be your time and effort. How much are you worth? The best part is that you get to decide what your time and effort are worth.

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As far as the rule "if it sounds too good to be true it probably is," here is something to consider. You should not quit your day job immediately and hope to make \$10,000 next month. Instead, start slow and work your way to making the money you want.

If you are making the equivalent of your full time job and you have too much freelance work to do, then decide to freelance full time and quit your day job. If you work hard this process can happen rather quickly, so don't be discouraged.

The jobs are real. The money is real. The only real investment is the amount of time you are willing to invest.

The market for freelancers is growing in leaps and bounds. The future markets are projected to continue to grow at the same rapid rate. This means more fantastic freelance opportunities and greater potential income.

Chapter 2: Who is Making Tons of Money Freelancing and Why?

Do you have some apprehension about your marketability? Do you wonder if you have what it takes to do freelance work?

The best part of freelancing is that there is a niche for almost every skill. If you are good the demands upon your skills will be greater than the supply you can produce. Through the use of this book, you can identify your skills and make the most of them for the greatest profit.

Why is freelancing so lucrative? Companies are outsourcing more and more work every year. It is much more cost effective for a company to outsource work to a free agent than to pay and maintain one full time employee. A company can find the right professional for a particular project rather than relying on a few employees who may not have the expertise needed to complete the project.

The people who are making money are those who market themselves and develop working relationships with companies and long term clients.

Who are these freelancers? How do they become rich? How do they find their clients?

In future chapters you will discover how to make contacts and find freelance jobs. The immediate answer is technology. The days of typewriters are gone. The days of waiting for a response from a client by postal service are gone.

We live in a world of modern technology. Documents can be written, saved, and transmitted over thousands of miles in just a few short seconds. Words can reach thousands of people instantly. There is email now. In fact, you can chat online with clients on a real time basis. Information is easy to find, store, and send.

That is why you can live anywhere you like as a freelancer. You are not confined to any one geographical address as long as some type of internet access is available.

Another advantage of modern technology is the ability for freelancers and their clients to find one another. There are many websites where a client can post a job and a freelancer can instantly respond to it.

Again, geographical distance is not an issue. A client can be in Japan and the freelancer can be in sunny Florida and they can have a successful partnership agreement. The answer to global connections and opportunities is technology.

This allows a freelancer to work for clients around the world. This opens a multitude of opportunities to find freelance work.

What sort of niches are out there for freelancers? **The possibilities are endless.** I have listed some of the more common niches. They are:

- ❖ **Writing**
- ❖ **Web design**
- ❖ **Voice-Over Work**
- ❖ **Video and Screen Capture Video**
- ❖ **Research**
- ❖ **Help Desk Management**
- ❖ **Engineering and Architecture**
- ❖ **Marketing**
- ❖ **Advertising**
- ❖ **Legal and Paralegal**
- ❖ **Translation**
- ❖ **Training and Development**
- ❖ **Graphic Design and Art**
- ❖ **Software Development and Programming**
- ❖ **Management**
- ❖ **Finance**

This is by no means a complete list. Rather it is a general overview of common areas in which people freelance. **Find your own niche and go with it.** The advantage of finding yours in the areas mentioned is that there are thousands of jobs posted everyday.

People who have created a full time prosperous career in freelancing did not jump into it blindfolded. They had a plan. They executed the plan and now they are reaping the benefits.

The plan started with research. Reading this course is a good beginning. Next, start looking around. See how many freelance jobs in your area of expertise are on the internet.

Below are a number of freelancing sites you can look into:

<http://www.Allfreelance.com>

<http://www.Aquent.com>

<http://www.Elance.com>

<http://www.Craigslist.org>

<http://www.RentACoder.com>

<http://www.lfreelance.com>

<http://www.Bullhorn.com>

<http://www.Centramall.com>

<http://www.Consultingexchange.com>
<http://www.Contentexchange.com>
<http://www.Ework.com>
<http://www.freelanceworkexchange.com>
<http://www.Freelancejobsearch>
<http://www.Guru.com>
<http://www.Monster.com>
<http://www.Sologig.com>

Some of these sites charge for access; others are more like bulletin boards. Look around and see if your skills match with any of the jobs posted. Even if you don't see many jobs requiring your skills, don't give up. It could mean that your niche is in an untapped area. If so, Congratulations! This means that you will have a lot less competition.

When you find various jobs that match your skills, look at how much these jobs pay. The amounts will vary. As clients become familiar with your work and you build trust and a reputation, you can begin to demand more money.

Many sites require you to bid on projects. The stipulation is that you have to pay some sort of commission to the company who owns the site. Take some time and look at these sites. You may also use a search engine such as Google and use the key word "freelance" or you may add some specific skills to narrow your search such as "freelance writing".

Now I will cover three examples of freelance jobs available on the internet in a bit of depth to give you a better idea here. The first is RentACoder, then Elance, and thirdly I'll cover Internet Freelancing & sub-contracting.

RentACoder: Providing Jobs to Freelance Writers Around the World

"I had a tricky software problem I couldn't solve [and] I found something online called RentACoder. I found a good programmer in five minutes."

1. What is RentACoder?

The above quote, which appeared in the Wall Street Journal, June 3, 2002, summarizes what RentACoder is all about. In a nutshell, **it is a place where software buyers and software coders meet to do business.**

Doing business in RentACoder is sheer simplicity. Buyers simply post their requirements on the site and coders (programmers and writers) make a bid for these requirements. The buyer hires the coder who they feel is best qualified and pays them when the job is completed. It is that simple.

Think of RentACoder as a giant online marketplace where people with software needs find coders to meet those needs. It provides excellent opportunities for software programmers and freelance writers to put their hard-earned skills to use and earn cash.

One of the marvelous things about this site is that writers can actually find work and get paid without ever leaving the comfort of their home. And with RentACoder's "Safe Project Escrow" (see below), coders can work on projects without the stress of worrying about the agreed-on payment time.

2. Who are the people on RentACoder?

RentACoder has a vast international community of buyers and coders spanning virtually every continent in the world. They have over 64,700 buyers registered on the site as well as a pool of over 159,000 registered coders. At any given time, RentACoder has over 2,000 open bid requests awaiting qualified coders.

There is a world of opportunities available through RentACoder.

RentACoder was founded and is owned by Ian Ippolito. He is the Chief Executive Officer and holds a bachelor's degree in computer science from the University of Central Florida. The offices are located in Tampa, Florida, USA.

3. How much can a coder make?

Fees vary depending on the nature and scope of the particular project. The smaller jobs can cost \$20 or less while the larger jobs can pay you thousands of dollars. The sky is the limit in RentACoder. You get paid according to your skill level and your capacity and readiness to work hard and deliver the goods on time.

4. How do I get paid?

One of the best things about RentACoder is that they take care of the money side of your business transactions with buyers. They have a marvelous instrument called "Safe Project Escrow" which assures coders that they will be paid. Here is how it works: Let's say a buyer selects your bid from the dozens of bids received. After approving your bid, the buyer puts the agreed upon amount in escrow, meaning the funds are automatically forwarded to the RentACoder website. Once your work is complete and the buyer approves and accepts it, the funds are released to you.

Your accumulated earnings on RentACoder can be released to you on the 15th of each month, at the end of each month or both times. Payment is usually sent a few days (two or three) after your selected payment period. There are three payment options on RentACoder:

- (1) Postal Mail Check
- (2) Western Union
- (3) Pay Pal

The first two are recommended for large jobs (over \$100 during each payment period) while the third one is recommended for small jobs. Any of the options are available to overseas coders depending on the availability of that particular service in their country.

In order for the website to be maintained, RentACoder charges a 15% fee on a coder's income. This is automatically deducted before payment is sent to the coder. This 15% can actually be reduced depending on the auction type (see below) and the payment method that the coder and buyer agree upon.

5. How do I get jobs?

There are two basic ways to get jobs at RentACoder:

(a) By winning bid requests - Once a bid request is placed on the site, virtually anyone can make a bid on that particular project. From the dozens or so bids received, the buyer selects one and that winning bidder gets the job.

(b) Private Auctions - These are auctions where you are invited to participate as opposed to the first one where you make a bid on a project that is open to all. In private auctions you either have a satisfied customer who asks you to do a new job or a new customer who is impressed with your rating and decides to invite you to bid on their job.

6. How can I improve my chances of getting future work?

- a) Put your best foot forward

When you sign up to RentACoder, there is a portion in the sign-up procedure that asks for your resume. Unfortunately, a lot of newcomers do not give enough attention to their resume. This is a major mistake.

At the beginning and with no track record on the site whatsoever, your resume is one of the few things that buyers can study to assess your capability to do their job. For this reason, it is of paramount importance that you are able to present yourself competently on your resume. For detailed information on how to do your resume see Chapter 3.

When writing your resume, you should remember to be clear and concise. After all, you are a writer and clarity and brevity should be two of your strongest points.

Don't simply put down a laundry list of past positions and tasks you have handled in your career. Give brief descriptions to each of them, particularly about the writing aspect of that particular job.

If your resume is too long, chances are it may turn off prospective buyers and limit your chances of landing jobs. The best advice is to include only your past professional experiences that relate to the current position you are seeking in RentACoder.

b) Prepare an intriguing bid letter

Every time you make a bid for a project, you will have to write a bid letter. Make sure the first line in the bid letter catches the attention of the buyer. Make it lucrative and interesting. If you are a writer you already know this is called the "hook".

It is what can make the difference between a buyer paying attention to you or just passing you by as ordinary. It is an ideal opportunity to show off your skills as a writer. Your letter should tell the buyer one important thing: why you are an excellent candidate, if not the best person, for this particular job.

Remember, the ideal bid letter should discuss your experience and expertise. It should contain references to past jobs or writing assignments that are related to the job you are bidding for. If there is nothing in your work history that is related to the current job then emphasize your ability to handle a wide array of different subjects and your capacity to learn fast.

Another thing that buyers look for is speed and efficiency. Let the buyer know that you can tackle their particular job efficiently and quickly. Give them a firm commitment about meeting the deadline and assure them that you will be communicating with them regularly in the course of the job, if only to give them updates.

c) Send buyers your best samples

Although not every buyer requires coders to send samples when they bid for a project, it is always best to send them samples anyway. Your samples will give buyers an idea of how you write and whether your particular style fits their project. For this reason, it is best to provide samples that have the same subject matter or are at least related to the subject matter of the job you are bidding on.

This way, you not only exhibit your writing style but impress upon the buyer your familiarity with the subject. This is always a major plus. However, if you have no related previous work, it does not have to mean you will be overlooked for the job. Send your best samples and you may have chance of landing that job anyway.

d) At the beginning, aim low and sacrifice income

The most difficult time to get jobs on RentACoder is at the beginning when you are new to the site. That is because you are an unknown entity, with no track record on RentACoder whatsoever. You may have a glowing resume and impressive samples, but many coders want to know how you work given the parameters and conditions of RentACoder.

For this reason your first priority should be getting a few jobs under your belt. Don't disregard the small projects (small pay, small deliverables, etc.). You may also bid for the major projects but, as a newbie, your chances of getting the smaller jobs are better.

Initially, your objective will be to establish a track record. Start with some simple projects that you can do easily. Don't make the size of the payment a priority. In fact, you will be much better off if you don't pay any attention to the payment at all.

Once you have a number of projects under your belt - and potential buyers will take note of that - they are more likely to regard you favorably because you have a history of delivering the goods.

Of course, if you are a very talented writer with outstanding credentials and excellent samples, then, by all means, go for the higher paying jobs. There are always exceptions to the rule.

e) Deliver quality work

In every job you do always give the buyer your best work. There are two reasons for this. First, you make the buyer happy and increase the likelihood that they will use you again for future projects. Second, the buyer will give you a good rating after completing the job. On RentACoder, a coder's rating is one of the main factors that buyers consider when handing out jobs.

Quality work ensures a satisfied customer. And satisfied customers give coders perfect "10" ratings. That is the highest rating you can get on RentACoder. If you can establish a string of a dozen or so consecutive 10 ratings, then you are sending a clear signal to all potential customers that you can do an excellent job for them. This will greatly enhance your ability to get more jobs.

f) Establish a good reputation

Aside from ratings, buyers also post comments on their coder's work after they have completed the job. These comments are another thing that buyers look at since they convey much more than what a numerical rating can say.

For instance, getting a 10 rating will tell prospective clients that you have satisfied your previous customers but the comments portion is where they will learn about your professionalism, attitude and working style.

Comments are usually short one-liners that summarize a coder's performance. They may say things like, "It was a pleasure to work with a real pro like him" or "She delivered on all her promises and provided excellent results." These are the kinds of comments that can weigh heavily on a buyer's decision making process when looking for the right coder for the job.

g) Exhibit versatility

Since the projects on RentACoder run the gamut of practically any subject imaginable, it always pays to exhibit versatility to prospective buyers. Show them you can successfully write about a wide range of topics and that you can adapt different writing styles, be it serious, humorous, or provocative.

Among the most popular topics for writers on RentACoder are travel, health, real estate, relationships, romance, technology, the internet, and similar subjects. It pays to have some knowledge about these subjects tucked under your belt.

h) Meet all your deadlines

Most of the buyers on RentACoder have deadlines and they expect the coders they hire to deliver the work within the agreed-on deadline. This is a basic requirement for any professional writer. Deadlines have to be regarded as almost sacred.

No one wants to hire an undependable writer. If you want to be regarded as a professional and paid like a professional, you have to act like a professional and meeting your deadlines is part of that package.

i) Give regular updates

In line with being a professional, freelance writers must also give their clients regular updates about how the work is progressing. Buyers will always want to know where their project stands. Most of the time, they just need to know that the writing is going smoothly and that you, the writer, will have no trouble meeting the deadline.

However, they also want to know about any problems you may encounter, especially if these problems will hamper you from meeting the deadline or delivering quality work.

Thankfully, in RentACoder, there is a built-in mechanism that reminds coders that they haven't given an update in three days. Once you receive that notice, you know it is time to give your buyer an update.

In addition, for major projects spanning weeks of work and costing hundreds, maybe thousands, of dollars, coders are required to give the buyer an update every Friday. RentACoder moderators can penalize the coder if they fail to do so. This will definitely affect their overall rating.

j) Be open to revisions

Let's say you have just completed a batch of 20 difficult articles and have barely beaten the week-long deadline set by your buyer. You heave a sigh of relief and thank your lucky stars that the work is finished. That, however, is not the case.

The work is not officially finished until the buyer formally accepts it. If the buyer is unhappy with the work, they have every right to request that you make revisions (as long as these are reasonable) and you are obliged to comply.

Unfortunately, many writers resist making revisions by insisting they have met every requirement stated in the buyer's original bid. They may be right and they may even convince the buyer that they are right.

But if the buyer is forced to accept the work, the coder may suffer the consequences of refusing to respect the buyers request for a revision. The buyer may "punish" the coder by giving them a poor rating or by posting unflattering, nasty comments that will certainly affect the coder's future prospects of getting jobs with other buyers.

k) Be honest

As a professional writer, never assume to know what the buyer wants if you are unsure about it. If you are not clear about something, ask.

Don't go ahead and write about something if you are not absolutely sure about what your buyer expects. If you do and you are wrong, the buyer may ask you to rewrite the project all over again.

This is something that all writers absolutely hate to do, correct? Hence, make it a rule to never assume. Buyers won't mind if you ask them a lot of questions as long as these questions can help you deliver the kind of high quality work that they demand.

l) Make suggestions

Making suggestions tells the buyer that you have given their work some serious thought and they will appreciate the gesture.

m) Go the extra mile

This is a general rule for success in virtually every human endeavor. Go the extra mile and deliver more than what is expected. This does not mean writing more articles than the buyer wants. What it does mean is proofreading your work and putting in the extra time it takes to make necessary revisions.

Do everything you can to insure that the work you submit is impeccable and represents your best work.

Example 2: ELANCE.com A Voice Talent's Guide to Earning Dollars on Elance.com

Have you ever thought about being a professional voice-over talent? Do you think you have the kind of voice and vocal delivery to be one?

If you answered "yes" to either of these questions, then you will want to know about Elance. Elance.com is one of the most popular sources of voice acting work available for both professionals and amateurs alike, whether you are situated in the United States or anywhere in the world. It is a way to make a lucrative and long-term livelihood with your voice.

Opportunities abound for voice actors - acting professionals who make a living by using their voice in a host of entertainment outlets. One of the earliest venues of voice acting, which has grown even more popular through the years, is that of cartoon characters in animated shorts, film and TV. There are also voice jobs in TV and radio advertising, dramas, foreign film dubbing, and lately, video games and websites.

The list certainly doesn't end here. There are more jobs available in the voice acting profession today than during any other point in the history of this ever-growing profession.

The field has become so vast that even amateur voice talents can earn a decent living.

What exactly is Elance?

With over 50,000 projects assigned and completed in 2005, Elance is widely regarded as the largest online marketplace in the world for a host of professional services, especially those involving creativity and technology-based endeavors.

It is a popular outsourcing venue for many small and medium-size businesses that wish to make significant savings by bidding out their projects to qualified professionals and service providers all around the world. For highly-skilled and qualified professionals, Elance provides a tremendous opportunity to earn dollars right in the comfort of their own homes.

Signing-up on Elance is easy. Here is a step-by-step guide to joining Elance.

1. Click the "Join Now" button on the upper left-hand side of the site.
2. In the Select Category page, click the box for Audio, Video & Multimedia. You will note that it lists "voice talent," aside from other projects such as animation, music, streaming media, and post production work. Click "Continue".
3. You have four options at the Choose a Membership Program page:
 - (a) Select Membership - \$149 quarterly
 - (b) Professional Membership.- \$69.00 quarterly
 - (c) Limited Membership - \$22.00 quarterly
 - (d) Courtesy Listing.-. which is free

(A detailed discussion of each membership level can be found below.)

Pick the one that is right for you. Select Membership is ideal for agencies or businesses. Voice talents will likely choose from either Professional Membership, which is ideal for individual professionals; Limited Membership, which is ideal for those who wish to place limited project bids; and Courtesy Listing, which is ideal for simply posting a provider profile (you wait for clients to contact you and will not be allowed to place bids).

In this page, you must also select a category. If you are exclusively a voice actor then select "Voice Talent." Other options include Animation, Commercials, Embedded Video/Audio, Music, and Others - Multimedia Services, Photography & Editing, Podcasts, Radio Ads & Jingles, Videography & Editing and Viral Videos.

4. Fill-in your contact information and press "continue." Wait for your confirmation then press "Go" to complete the rest of the sign-up process.
5. In the Seller Profile page, select the subcategories where you wish to display your profile. The number of sub-categories you can select varies depending on the type of member you are. For example, Courtesy Members can only choose up to three sub-categories. Bear in mind that you can only bid on projects in

those subcategories where your profile is displayed. Once you've made your selections, press "Done."

6. Click on the portion that says, "You must describe the services you offer to complete your profile." Fill in the requested information. Once you're done, click "Update Profile." A preview of how your profile will appear to others is presented to you. Now you have successfully signed in.

II. Membership Benefits

Eance has four basic membership benefits that are available to all members (including courtesy listings) regardless of level. They are as follows:

1. Your profile is posted on the Eance website and it gives out vital details to prospective clients
2. Your portfolio is also posted and it contains samples of your finest work
3. You get regular notifications on new projects in the categories that you are interested in
4. You may receive invitations from interested buyers who want you to bid on their projects

Professional and Limited members get additional benefits that are not available to Courtesy Members such as the following:

1. Participation in Eance's packaged service program, which is by invitation only
2. A bid allotment of \$80 per month
3. A private workspace for easier communication with prospective and present clients
4. Assistance from Eance in billing and payment matters
5. Inclusion in the Eance rating system, which grades various members on the quality of work they deliver and on their qualifications for particular jobs. Customers use these ratings as a gauge for a member's ability to complete the job at hand.
6. In case of disputes with clients, members receive assistance from Eance in mediation and investigation

7. Availability of the Elance escrow service to ensure that all payments are made in a timely manner

III. Getting Projects

Once you have completed your service provider profile, you can start getting projects. There are two basic ways you can land a project:

1. Bid for a project in the project marketplace. If the client finds your particular bid the most appealing, the job will be awarded to you.
2. You are invited to bid on a project. This usually happens when a previous client was happy with your work and wants to work with you again. It also happens when a new client finds your profile and/or samples appealing and wants to give you a chance.

IV. Tips on Getting Started

This section lists several helpful tips to get you started on the right foot. It is critical that you have the right mind-set for the challenges that lay ahead. Bear in mind that the biggest challenge to success on Elance comes at the beginning when you have no track record, rating or reputation. Do not be discouraged if you fail to get a project right away. Stick in there and try to follow these pointers as well as you can. Remember that worthwhile things seldom come easy.

A few important tips on getting started:

1. Emphasize your experience and expertise

All members are required to sign up at Elance. Putting the right information in your member profile can be a give you the hiring edge over your competition.

Use this as an opportunity to put your best foot forward. List all your major work experience that is significant to the Elance category you have chosen. State the number of years you have been a voice talent and enumerate the most significant projects you have done. Make special note of the most challenging and impressive voice characters you have played.

Try to be clear and concise. Instead of just listing all your professional positions, focus on the depth and breadth of voice characterizations and personalities you have portrayed. Explain why you chose to act them out in a certain way. The more understanding you can give to your potential employer about the why's and

how's of doing a project in a particular way, the better chance you will have of getting hired.

Remember, you can never land a job by drowning prospective employers under an avalanche of useless information. In fact, the exact opposite may be true - a long and wordy profile may rub prospective clients the wrong way so much so that they will remove you from their list of candidates.

2. Submit a powerful proposal

To land a project, you have to submit a proposal that catches the attention of the project proponent. You can do this by putting the right kind of information in the two main fields that you have to fill in when making a proposal: "Ask the Buyer a Question" and "Describe Your Proposal".

Asking an intelligent question about the requirement can sometimes capture the customer's attention. It can tell him that you understand clearly the nature of the work involved and simply need some clarification.

Questions that seek guidance about how to properly execute a script and what tone and personality to utilize (assuming that these are not obvious) are appreciated by clients because such queries reflect the voice talent's concern for meeting the client's needs and expectations. It shows you have enough insight about the requirement to know what to ask.

In the "Describe your Proposal" field, voice talents should impress upon the client that they understand what is needed. If you give information about a similar job that you have accomplished in the past and attach a sample of that to your proposal, then you have just increased your chances of getting that job.

Some projects have a script attached for voice talents to interpret and send as part of their proposal. In such cases, use the "Describe Your Proposal" field to explain why you read a particular sample script in a certain way and why you chose to project a certain mood or personality.

You should also mention that you will be more than happy to submit additional samples based on any new in-puts or guidelines that the client may have. This is especially effective in cases where the client likes your voice but is having second thoughts about your delivery. Providing additional samples that address those concerns may convince the client that you are the right person for the job.

When it comes to submitting proposals, do not submit a "generic" bid that does not specifically address the job requirement. Savvy customers can detect a generic proposal right away and just as quickly eliminate the guilty party from consideration.

3. Send only your very best samples.

When uploading voice samples onto your portfolio, you should carefully scrutinize each piece of work. Only include those that you consider to be world class because these samples will be made available to prospective clients from all over the world.

If you are an amateur voice talent with no actual work experience yet, then you can produce your own samples. These voice samples are critical to your success so give them all the attention and time they deserve. Without job samples, any effort you exert to land a job is likely to be a waste of time.

Some projects provide scripts for talents to voice and send to the customer as a sample. These samples should be taken seriously. Tackle these samples the way you would tackle the actual job itself. These samples, more than anything else in the member's profile or proposal, will be the determining factor in deciding who to hire.

4. Dazzle them with your range.

If you have the talent to execute scripts using different voices or a wide range of personalities, then do so. The more samples you provide, the greater your chances of landing the project. Of course, all of the samples you submit must be appropriate to the script and the client's particular needs.

5. Build a track record

When searching for someone to hire, clients look at the number of jobs a member has already completed on the site and the ratings that member has received for those jobs. These are sign posts that tell clients about the competence and dependability of specific Elance members. They are key indicators of exactly how desirable a member's services can be.

For a member to be competitive on Elance, they must have an impressive track record of jobs completed and a glowing history of high ratings.

Neophyte Elance members should concentrate on building a track record and getting good ratings rather than earning the big bucks right away. A sound strategy for newcomers is to bid low for projects and sacrifice some income to ensure a better chance of landing jobs. A string of completed projects and high ratings increases a member's credentials tremendously in the Elance marketplace. It will greatly boost the chances of getting more work.

Naturally, there are exceptions to this rule. If you feel you qualify, then as by all means, go after the most lucrative projects on the site. Just remember that talent is not the whole picture. You also have to be diligent and disciplined enough to

meet deadlines and consistently turn out the kind of quality work that the higher echelon of customer demands.

V. Strategies for Getting Regular Work

Now that you have learned the ropes of Elance and have notched a significant number of projects under your belt, there are two things to bear in mind for the sake of your future success.

1. Maintain a high standard of performance

The only sure way a voice talent can earn a regular and continuing income from Elance is to consistently deliver quality work.

Sustained excellence is hard to come by and highly coveted by clients no matter where in the world they are based. If you always deliver high quality work and leave your clients satisfied, then you can almost certainly count on repeat business coming your way.

In addition, a member who constantly delivers work of the highest standards is assured of having excellent reviews and ratings. For an online marketplace that is as active and competitive as this one, a superlative rating is tantamount to winning half the battle.

2. Cultivate a good reputation

Clearly, a good reputation is related to the above strategy of constantly delivering high quality work. However, it goes beyond just the actual work itself. A good reputation will assure you of winning the other half of the battle.

Cultivating a good reputation means never missing a deadline, being gracious and professional in all your dealings, and going the extra mile to make revisions or extra voice studies to meet your clients' demands. It means defusing potential disputes and handling every aspect of your job with diplomacy and professionalism.

A good reputation means you are a professional of the highest degree. Like scaling a mountain, it takes time and effort to reach the top. But once there, you will find that excellence is its own reward.

If you can successfully maintain high standards, then you will be financially set for life.

Example 3: Internet Freelancing: How to Subcontract Jobs for a Profit

Freelancing on the internet has become a dependable source of income for many people, especially for skilled professionals from countries where jobs are scarce and salaries are low by international standards.

Internet freelancing first gained popularity in the nineties when small and medium-sized businesses in the United States discovered they could make significant savings by using foreign software developers and programmers. These developers and programmers were well-versed in web design, application and database development, as well as system administration.

Recent studies estimate that at least 20% of all contracted websites, software development, and graphic designs worldwide, are the products of outsourcing to freelancers.

Beyond software requirements, internet freelancing now involves such services as design (graphic design, logos, brochures, illustrations, etc.), writing (advertising copywriting, web content, creative writing and ghostwriting), business consulting (competitive analysis, marketing planning, accounting and bookkeeping, email management and direct marketing) legal services, administrative support, engineering, architecture and a host of audio, video, and multimedia services and applications.

Today there are many online marketplaces where buyers and sellers of such services meet and do business. These websites provide a forum where buyers can post their job requirements and qualified coders can submit proposals for these jobs.

Based on these proposals, the buyer chooses who they believe to be the most qualified for the job and awards that job to them. Once the selected coder completes the job the buyer sends payment to the online marketplace. The online market place deducts its fee and sends the rest to the coder.

If the coder lives in a country where jobs are hard to find or where salaries are low, they have the potential benefit of earning US dollars. Perhaps the best thing about earning money in this manner is that they do not have to leave their country or even the comfort of their own home.

The buyer benefits as well. They are able to get the job done in a professional manner at a relatively low cost. With this kind of win-win situation, it is no surprise why the online outsourcing industry has become a flourishing business. And with the presence of escrow services on many of these websites, the element of fraud is taken out of the equation and coders are assured of collecting their fees.

Such is the beauty of online freelancing.

With the success of the freelancing business on the internet, a new type of business opportunity has risen for the more enterprising coders. It is called subcontracting. That means getting freelance jobs on the internet and subcontracting them to other coders at a profit.

Subcontracting is ideal for coders who are not just technical people but who have a keen business sense as well. These are people who can immediately gauge which projects can be easily subcontracted out but still bear them a profit.

To succeed here, you have to be a skilled communicator with good people skills. You also have to be an expert in the type of work which you are subcontracting.

Do you think you may have the skills necessary to contract out these kinds of jobs?

There are three basic elements that you, as a coder, must know in order to subcontract out jobs effectively:

1. Technical skills

As we mentioned, you have to possess the technical skills needed to do the job yourself. You should not only be well-versed but an expert in your chosen field of endeavor. This is because it is necessary for you, as the person doing the subcontracting, to understand the following:

(a) The quality of the work being delivered

You have to make sure that the work you receive from subcontractors is the kind of quality that the buyer will accept. Ideally, the quality should be better than the buyers lowest accepted standard.

You cannot get paid on a regular basis if the quality of work your subcontractor coder submits is below standard. While most buyers will understand missing the deadline by a few hours or a day, virtually none of them will tolerate poor quality. Yes, sometimes they are paying rock-bottom rates based on the business standards of developed nations, but it is still a professional transaction between buyers and coders and, as such, they expect professional work.

If the job you are subcontracting involves writing you need to be a good writer too. You will need to have impeccable grammar and the ability to communicate clearly. In addition, you will also need to know how to edit for clarity and brevity. You will have to possess the talent needed to improve the subcontractors work so that it is worth more in the eyes of your buyers.

(b) Be able to do the project yourself if necessary.

There will be occasions (and hopefully not many of them) when one of your coders will be unable to complete a job that has been awarded to you from a buyer. Or you may have landed a job and can't find any qualified coder to subcontract it to. Given the short notice and the difficulty of finding a good coder, you may have to roll up your sleeves and do the job yourself. It pays to have the talent and technical skills to do so.

Beyond the ability to add to the number of articles and words required, you may also have to redo the writing in terms of the quality required. Let's say one of your coders has impeccable grammar but a style that is dry and long-winded. That may not be what the buyer expects and you, as the main contact, will have to do something to fix that. If you have an elegant sense of style and a way of making words come to life, then you have the skills to put an extra dash of flavor into the work.

In the minds of many, talent is the most important benefit that an online entrepreneur must have if they are going to be successful using subcontractors.

2. Have access to a network of coders.

To subcontract jobs, you will naturally need to have access to skilled coders. The key word here is "skilled." It is easy enough to bring together a group of online workers who have technical knowledge in a given area but are their skills adequate in the world market? Once again, having an eye for talent comes into play.

The good news is that it is easy to find skilled coders. Coders who hire subcontractors can often find coder support from the same place where they landed the online job in the first place. These coders, originally providers of services, switch profiles to become buyers of services. They look for coders who have the same skills they do except that these coders are willing to work for less.

Two good sources of this kind of skilled coder can be found at Rentacoder.com and Elance.com. which were profiled earlier.

In addition, the internet is not the only place to find your skilled coders either. Perhaps all you may have to do is take a good look around you.

For example, there is a skilled journalist from Manila in the Philippines who has been a successful coder for years. He recently started outsourcing some of the jobs he has landed online and has been rather successful at it.

Since he works in a newspaper, he simply passes on some of the work to his colleagues in the press. Since his colleagues are all professional writers who have established their own credibility, he has no problem delivering quality work or meeting deadlines.

However, this kind of approach will not work for everyone. Perhaps the biggest reason why he succeeds is the low wages even highly skilled professionals receive in the Philippines.

Today, through subcontracting jobs instead of doing them himself, he has been able to increase his monthly income three-fold

3. Have a keen business sense

Winning jobs and subcontracting them is an entrepreneurial endeavor and if you want to be a successful online entrepreneur, you have to possess a keen business mind.

In this kind of business the service you perform is the same thing as being a middleperson in the sense that you make a living in that gray area between buyer and seller (and it is a gray area for you because you are both a buyer and seller as well).

However, in your case, it is a little different. For most middle people, the key to success is buying low and selling high. In your case, given the particular nature of freelancing on the internet, it is the exact opposite -- you have to sell (your services) high and buy (the services of subcontractors) low.

Do you think you have the key qualities necessary to succeed in outsourcing work to subcontractors? If you think you do, why not try it?

The following are a few key considerations that will help you successfully launch your new career:

1. Define the scope of your work in clear, concise terms

Before you even begin to work, the first thing you should do is take a good, long look at yourself and examine your skill base. What are your marketable skills? What are the areas where you feel the most confident about your work? Are you good enough to be able to tell the difference between quality work and mediocre work? Make your self-appraisal as objective and honest as possible.

Don't try to be a jack of all trades and a master of none. Sure, you will probably earn more in the short run if you bid on as many projects as you can regardless

of your ability to do the job. However, this is a sure way of ruining your reputation in the long run.

Just imagine what it would mean to your reputation if your coders were submitting inferior work to you and you did not know how to tell the difference. You may get away with submitting this kind of work to buyers and they may not raise a howl given that the work meets their bare minimum, but more than likely they will never use your services again. Sooner or later word will spread about your penchant for delivering inferior products and no one may want to hire you.

Defining your scope of work is also practical because it allows you to concentrate your efforts in that area therefore increasing your efficiency.

In business school, professors teach students to avoid working on several small business projects at the same time because chances are a small business project will take almost as much effort and time to become profitable as a large one. Instead students are counseled to take on the largest project available and focus their energies on that alone. Hopefully, you can do the same.

2. Choose the projects you work on carefully

If you are a good online entrepreneur you will understand and know how to gage your profit margin. That way you can accurately assess how much you need to bid to land a project and how much it will cost to bid it out.

Before you begin to bid for a project, you should have an idea of how much you will potentially earn from it. Those valuations should become second nature to you. You know that Project X costs \$200 and Project Y costs \$300 and you know you can find subcontractors who can finish the work for \$100 and \$150, respectively.

Aside from the quality of the project you also have to understand the importance of meeting the deadline. The best jobs for this kind of set-up are naturally those which have the longest deadlines. It is important to be able to estimate how long the job will actually take

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 you must be able to rewrite the articles you receive in order to make sure the entire book "flows" seamlessly and that the same style and tone of voice is consistent throughout.

3. Cultivate a strong talent pool

In many cases, this is the most important asset needed when subcontracting 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.

4. 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 when it comes to asking for referrals because they feel it is unprofessional. They feel asking for referrals is like asking for a favor. That is not really 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.

Now that we have looked at three on line venues we are ready to look at developing eye catching resumes that will help you land some of those great paying opportunities.

Chapter 3: Presenting Yourself As A Freelancer

Assuming you have had time to look at the market you understand it can be quite extensive. Now you must think about how to put yourself out there.

First you must **focus on your skills**.

Some people are born with obvious talent. They are born with gifts, which, because of their nature, make them known throughout the world. We have all heard of such greats as Einstein, Mozart, and Benjamin Franklin.

Most of us are not geniuses like these people. However, it is important to remember everyone is good at something. Some people are good with numbers. Others are more creative.

Think about the things you can do.

More importantly, think of things you like to do and are also good at.

What are the areas where you excelled in school?

Write down the skills you were born with.

Once you have figured out your natural skills you will have a starting place where you can begin creating your own career in freelancing. It is these skills that you want others to know about when you produce your resume.

Besides the natural skills or talents you were born with think about those skills you have acquired throughout your life. Make a list of those skills. You may have learned these skills from higher education programs through colleges or trade schools.

Have you earned a certification in any specific field? These are usually certificates of completion or achievement. Add any diplomas you have received. It does not matter so much where you got the diplomas. Of course it is impressive if you have a degree from Harvard but it is not necessary.

As you are developing your resume and beginning your career it might be an opportune time to think about getting more education in other areas. Again, it is the freedom to make your own hours as a freelancer that will give you the time you need to do such things as improve your education. Another advantage to modern technology is that of distance learning programs where you can work on line to earn a diploma or certification.

Take some time and think about how you can enhance your skills to make your career advance even farther. As a freelancer you are in control.

The next list you should make is all the experiences that have taught you skills throughout your life. Include jobs you have had in the past. Don't limit your self to paid jobs. Add to this list any volunteer work you have done.

Did you coordinate volunteers; did you put on a fundraiser; did you write articles about your event; what kind of planning did you do as a volunteer? Experience can enhance your sell-ability to clients. They want to know that you have the experience to complete the job they have requested.

Let's say you are asked to do a written piece on dogs. Your experience volunteering in an animal shelter for four years can give you the extra edge needed in order to win the job.

Go a step further in your list of experience. Each job gives you a wide range of experience within any given job. Write a job description of a particular job you have had and take a good look at all the skills you used when you did that job.

For example, you once worked as a flight attendant. This experience means that you have the following skills:

Organized - able to get people where they need to be in a timely manner

Coordinates - able to talk with pilot and passengers

Flexibility - able to work through crisis situations Able to attend to everyone's individual needs

Good communication skills - able to disseminate information

You get the point. Enhance all of your experiences as marketable skills. You are well on your way to presenting your service to potential clients.

Keep in mind that your resume is not a stagnant document. It is an ever growing and versatile document. As you gain experience as a freelancer you will add those new experiences to your list of skills. Also, you will want to enhance the description of your particular skills for a certain job. This does not mean you need to make things up.

It means you may not want to spend extra time elaborating on your experiences working as a volunteer at an animal shelter if you are trying to get a writing job about computer repair. The "How to Train Your Dog to Obey," client is the one who will definitely be more interested in your volunteer experience at the shelter.

In other words, tailor your information to individual clients and specific jobs. Do not exaggerate. Be honest but aggressive with your skill presentation. A client will quickly figure out if you say you have a skill that you do not. It can lose you a job, but worse than that, it can ruin your reputation.

Take the time to create an original resume. A client is less interested in your job as a janitor than your ability to talk about the best cleaning products on the market and why.

The product and service you are selling in the freelance market is YOU! You have to sell yourself.

What are the components that should be in your sales packet?

First you will need a basic page of your personal information. You don't need to bore your client with unnecessary facts often found in traditional resumes. Instead, keep your eye on the prize. You are trying to sell your service to a client. You have to convince them why you are the best choice.

Start off with a basic scope of your skills because you want them to immediately understand your abilities. Remember, your client wants to know why you are the best choice for the job.

Below is an example of a resume done by a woman working as a freelance social worker consultant.

Dear Potential Employer:

I have worked in the field of children and family social services for over 15 years. During that time I have acquired both state and national certification as a social worker. I have the tenacity and flexibility to work under deadlines and keep a very tight schedule.

In working with these families and children I am conscientious and listen to the needs of each individual person. Then, to the best of my ability, I deliver what is needed. I also make sure I stay in close communication with my clients as long as they are in my care.

My expertise is experience with family dynamics and juvenile delinquency issues. I am a qualified Mental Health Professional in the state of North Carolina. I have certification in the "Teaching Family" model and have been Nationally Certified for the past six years by the Teaching Family Association. I am an expert in the area of attachment disorders and oppositional defiant children.

I believe I am the best person for the job due to my experience and qualifications:

I graduated from Florida State University with a Bachelor's degree in Psychology. I earned my Master's in Social work from the University of North Carolina. With this degree I was able to obtain my Counseling License in the state of North Carolina.

I have worked as a Social Worker in different roles such as investigations, and foster care and treatment. I have experience in the juvenile court system and am a high risk intervention social worker. I have worked for four years as a family preservation worker for juveniles who were incarcerated.

As a result of my experience I have been invited to speak on issues such as family dynamics and attachment disorders at National Social Work conferences around the country. I was instrumental in writing the protocol for the revised Social Work System in 2004 in North Carolina.

Can you see how this narrative example is different and more compelling than writing down boring facts? It is an advertisement and you are the product you are selling.

Finally, if your client is interested, they will look to the bottom of the page and find your contact information. This should all fit on one page. Make sure your resume is precise and pertinent. If it takes a potential client too long to read, they will lose interest.

Get to the point. Use some of the key words found in the job description. For example, if the job description says we need someone with editing experience, who can work well under pressure, and be responsible for meeting all deadlines, use those words in the resume when you are describing your skills.

The next page, page two, should be your list of clients. These references are your life blood. It can impress your potential client to know you have done this work before and that you have clients they may know. Remember, this list should grow, so keep it updated.

List the more impressive clients and jobs first. In this list include a description of the type of work you did for these clients. It will give the person reading it a clear understanding of the work you have completed in the past.

The final area of your resume should include feedback from prior customers. Always ask a client to write you a recommendation. Most will grant your request.

Positive feedback can really impress future customers. It can often be what seals the deal.

It is important for you to keep samples of your work. This can mean pictures, writing samples, webpage design, or whatever areas you are freelancing in. A tangible portfolio can push you ahead of the rest of the pack because most of the time clients want to see samples of your work. Some online services give you space to post your portfolio.

This practice has advantages and disadvantages. The advantage is that a client can peruse samples of your work at their leisure. The draw back is that it can be too overwhelming. You may have too many samples. Sometimes the type of sample you want to show for a specific job is not online or is lost among too many others.

Once you have all these components in your resume tie them together with a cover letter. **Start with a reminder that they requested your resume. It should look something like this:**

Dear Susan:

The conference you are organizing this year on family dynamics sounds exciting. I have checked the dates of the conference and I am available. I am sending you my resume as you requested. I am excited about the presentation you have chosen. It sounds like it has been a great success in prior years and I hope to make it an even greater success this year.

If you need anything further, please contact me at the information below. I look forward to working with you in December.

Sincerely,

John Perry

It is to the point and reminds the client why they are receiving your information. You have now created a strong resume. In the next chapter, we will examine how to create a marketing plan that will launch you toward your goal of being your own boss and making money as a freelancer.

Chapter 4: A Bullet Proof Marketing Plan for Freelancing

You looked at what is out there at the end of chapter Two. In chapter Three you discovered what your skills are, organized them, and formulated a resume. **Now it is time to match your skills with available jobs.**

In order for you to succeed, there must be a market for what you have to offer. It is the old model of supply and demand. There must be a demand for what you have to supply. If there is not a large enough market you will not succeed.

It could mean adjusting and refining your information sites. That is why research is essential. It is a balancing act between finding an area that is not being overworked and areas where there is not enough work. In other words, you have to find an area where the demand for your expertise is high and the supply for that type of work is low.

Previously I suggested going back to school. You can gain experience or education in order to fit into a niche where the demand is high and the supply is low. With experience and specialization your value as a freelancer increases.

So far you have discovered that having skills and identifying these skills is essential. Next you learned that finding a niche that is high in demand is important to success.

What you need to understand now is that none of these will work if you don't also have passion for what you are doing. Your heart has to be in it. This is the fuel in the car that keeps you moving toward your goal.

Sometimes passion and skills are not enough. Let's say you are passionate about computer repair. In fact you are so passionate about it that you went to school to earn a degree in computer technology and repair. More than that, you graduated at the top of your class. You decide you want a job repairing PC's.

Unfortunately there are at least ten qualified applicants for each job available. Because the field is not as specialized as it once was and because there are so many more qualified people who can do PC repair, your service will not pay high wages. But what if you went to school and got a certificate to work specifically on Apple computers?

Because there are less people qualified to work on Apple computers than those who can work on PC's, your ability will be specialized. It is a niche area that has a high demand and a low supply. This translates to higher pay.

The last thing to remember after you complete a bullet-proof marketing plan is "not to give up."

Freelancing is hard work with many challenges. Once things get flowing, things will get better. Don't EVER let a setback or two get you down.

Learn from your mistakes and use them to plunge forward. You will eventually succeed with the right plan. It may take some tinkering, but the pay off is well worth the hard work.

As you begin to do Freelancing you will want to focus on the jobs. This, of course, is your bread and butter. However, you must pay attention to your marketing strategy. Without a strong plan you will go through cycles of hot and cold. When you are hot and you have jobs, the money comes pouring in.

But then comes the cold spell; no jobs, no money. You find yourself frantic and scrambling for that next job. You find one and accept whatever pay is offered just so you can make sure the lights stay on. Oftentimes you undercut your usual price just to have work. Then you get a couple of jobs and the money is coming in again.

You don't need a weatherman to predict the hot and cold season for you. You need a good marketing plan to keep this from happening.

You have to set time aside to work on marketing yourself. It is essential for making your bulletproof strategy work. When this is working you will always be hot because you will always be in demand. There will be no cold spells because you will have constant client inquiries asking for your services.

What is the secret of the bulletproof marketing plan? First you find a way to get new clients. The next step will be to make those potential clients into sales. Finally you have to make those one-time customers into long-term repeat customers.

The next chapter will cover this in more detail. If you can dedicate a few hours each week to this marketing plan - the forecast will always be sunny.

Chapter 5: Getting Potential Clients And Making The Sale

It is time to go fishing. You need to find potential clients. You have to decide what type of client would want your services. Depending on the type of service you offer, location may or may not have any bearing.

For instance if you are writing articles for magazines then distance may not be a problem. If you are taking pictures of old buildings in Washington D.C. then location will matter.

Sometimes being close to a potential client may be the thing that lands you a job. Keep that in mind when searching for a pool of potential clients.

Where can you look for these potential clients? The phone book is a good place to start. If you are looking for local business contacts that may use your area of expertise, finding them in the yellow pages may produce some leads.

There may be directories of professional organizations where you can find potential customers. Other places to look are trade publications. Many of those publications contain lists of people that could be potential clients.

You might also check and see what is happening in your particular area of interest. This can spark new ideas. It can also let you know what the latest trends are and the markets that are popular.

There are also companies that sell lists of names and addresses according to the criteria you give them. It can be expensive but may have a potentially high return.

What do you do now that you have your lists of potential clients? How do you reach them? One way is to call them. In certain freelance situations this can be a personal way to make contacts. You can also send them a letter in the mail.

This is a relatively inexpensive way to generate clients and it can have good returns. You could also pay for advertising, but starting off this way can be costly. If your business grows larger and generates greater revenue, this may become a viable option.

There are different types of advertising. General advertising can reach a large audience but it is not necessarily always a target audience. If you want to reach a more specific audience you can run an advertisement in the classified sections of trade magazines.

This is a more cost effective form of advertising rather than running big page advertisements. Often, if you run classified advertisements for a long period of time, you will get a discounted rate.

Sending mail directly to potential clients is specific and cost effective. You decide how your marketing dollars are directed which is straight at the companies that have the greatest potential for utilizing your skills. The larger the list of targets you have the greater the chance of success.

In order for direct mailing to work in marketing yourself you have to send out large numbers of direct mailings if you hope to get a response. On average, you might have a 1% to 2% response. That means you might get one customer out of about one hundred mailings. Direct mailings are not as effective as other forms of advertisements.

Once you have your target list, what should you send them? Well, you might only want to send a letter to those clients who are good possibilities but are not at the top of your list. Those at the top of list should get your resume, a business card and a cover letter.

If you haven't bought business cards do so before you market yourself. You want a convenient way for your potential client to have your information readily accessible for any job that needs the skills you possess.

Your cover letter should be dynamic and attention getting. Don't send a boring pleading letter, hoping they will care. Send them a lifeline. Send them a letter that will make them sit up and take notice.

Make yourself desirable as well as needed. The letter should clearly state the services you have to offer and why you are different from every other freelancer. Make sure that the person reading the cover letter knows why they should call you and hire you right away.

The next marketing strategy you can utilize is the telephone inquiry. These personal phone calls take finesse and planning. Not many people like sales calls. A strategy may be to send direct mailings to potential clients first and let them know you will be calling them.

After a few days you can call the potential clients as a follow-up to the dynamic letter and resume you sent them. It acts as a prompt for a busy executive. Cold calling does not usually work as well as this type of strategy does.

There are more direct strategies that can be used to obtain new clients. One is networking. You can do this by doing some more research and finding out if there are any local organizations you can join in order to meet people to network with.

The important thing is to make sure the group is a target group. You would not join a gardening group if you were doing computer graphics.

While you may be lucky enough to find a potential client, it is not likely. A group of other computer artists or businesses that could use your services would be a much more valuable use of your time and marketing efforts.

Another situation to look for is any special events or seminars that target clients may be attending. For instance if you were that computer graphics freelancer you might want to set up a table at a computer seminar or sale.

Public relations campaigns are another way you can generate business. Again, do your research. Find an interesting way that magazines or newspapers might print an article featuring you that could generate business. This may be more difficult than the other marketing strategies suggested but if you can pitch it the right way the returns can be high and profitable.

Agencies do exist that you can pay to do your marketing. Beware. They can be very expensive. They usually take a percentage of your contract as their fee. It can be very sizable in some situations. You don't want to work for free. So be careful if you use them as your main strategy for generating new business.

Now let's now look at the possibilities for marketing online. The great part of online marketing is that it is often low cost and reaches a wide audience of potential customers worldwide.

Let's look again at the list I gave you in chapter 2:

- Allfreelance.com
- Aquent.com
- Elance.com
- Craigslist.org
- RentACoder.com
- Ifreelance.com
- Bullhorn.com
- Centralmall.com
- Consultingexchange.com
- Contentexchange.com
- Ework.com
- freelanceworkexchange.com
- Freelancejobsearch
- Guru.com
- Monster.com
- Sologig.com

Most of these are freelance exchanges. These sites connect potential clients with freelancers. There are a couple of ways these sites can help you. First, clients can browse freelancer information and decide which ones to choose based on the projects they offer.

Or, the clients can post projects for freelancers to bid on. Again, be careful. If a project is popular, the bids can be lower because of the number of people bidding.

Be selective and try to specialize in certain areas. This will bring you clients as well as keeping your prices where they need to be.

Here are some **more sites to add** to the previous list:

<http://www.Vault.com>

<http://www.Jobsonline.com>

<http://www.Flipdog.com>

<http://www.Hotjobs.com>

These sites are similar to [Monster.com](http://www.Monster.com). These are job posting boards. They are the online equivalent of a giant cork board where clients can post jobs and job seekers can inquire about them. Some of these are full time jobs but some are freelance jobs.

Just be very specific in what you type in the search engine on these sites. There are other sites you can find. You just need to search using a web search engine such as [Google.com](http://www.Google.com).

Let's talk about your website. What? No Website? Well, let's fix that now. **You need to put yourself 'out there'**. A website is the greatest way to do this. There are a couple of options that will help you learn what to do to set up your own website.

There are sites that can create a website for you. Two of them are:

<http://www.sitebuildit.com> and <http://www.homestead.com>

There are many others out there. You do want a website in which you create the domain name on your own. One such website is <http://www.freelancegenius.com/>. At <http://DomainCondo.com> you can register a domain name very affordably and even get 'cheap' hosting there if you wish.

Most hosting agencies charge a fee to host your site. They offer different packages at different rates. To create a site using these agencies is relatively simple. If you are more computer savvy, you can create your own site from scratch. This does take time and you will still need to find a host for your site. I highly recommend [HostGator](http://www.HostGator.com), it's one of my all-time faves.

We will continue now as if you have your site set up and running. People search the internet for information in much the same way as we use the Yellow Pages. On the internet there are search engines that can be used to find sites that match the criteria you are looking for. There are a wide variety of search engines.

The major sites are multi use sites like Yahoo and Looksmart. There are search sites that use what are called crawler engines such as Google and AltaVista that browse through thousands of websites searching for the key terms you have chosen. And finally there are engines that charge you per search such as <http://miva.com>.

You may be wondering how to get your web page a good ranking on these sites. A good ranking will ensure your site is found when a person is searching on these various engines. **There are sites that can help you get the high rankings you need. Below are two of those sites:**

<http://Selfpromotion.com>

<http://Searchenginewatch.com>

These sites will explain how to get a better ranking. In some situations you may have to pay an annual fee to get a better and more instant listing on various search engines.

You now have the tools for a bulletproof marketing strategy. **The most important thing to remember is that marketing your services is essential to your success as a freelancer.** It takes time and in some cases a small investment. The investment is in your best interest if you want to become a successful freelancer.

In chapter 4 you developed your marketing plan. Now your plan should be in motion. You now have some inquiries for work that need to be done. You must take your potential clients and turn their needs into real sales.

Have realistic expectations. Not every inquiry is going to be a sale. It does take work. Marketing is only the first step. You have to make those marketing dollars and time pay off. You constantly need to seek ways of increasing your percentage of potential clients into real sales.

This increases your profit and ensures your freelancing business is a success. Your job is to convince those potential customers that you are the right person for the job and that their money will be well invested in you and your work.

First, make sure that the person you have been contacted by is a serious inquiry. Not all inquiries are. Some may only be curious browsers. In other situations the person you are communicating with is not the person who can actually approve the sale. They may not have the power to make decisions.

If a person makes an inquiry and is not offering an adequate compensation or you can not fulfill the requirements of the project, then politely decline. You need to focus your energies on the serious inquiries.

You need to make certain that you are talking to the right person. If possible, arrange a meeting with them. You want to talk to the person who can actually make a decision concerning a project. Your time is valuable, so there is no sense in spending unnecessary time with someone who can not help you.

Once you have determined that you have an actual serious client and that they are the right person to speak to, then you must consider your first contact with them. The first contact can make or break a deal. In fact, in many circumstances a client decides within the first minute whether or not they will use you for a project.

Often your first contact will be by phone.

Below are some good tips to remember when that is the case.

- * Answer the phone professionally.
- * Be polite and attentive.
- * Treat them like a customer rather than a casual friend.
- * Answer the phone in a place where there is no background noise. Background noise such as children playing, people talking, or other domestic sounds can have a negative impact on a potential sale.
- * If possible, put in a separate phone line. That way you will always know when you are receiving a professional phone call.
- * Answer your calls with the name of your business, your name, and a request for how you can help the caller. "Good morning, this is the Freelance Production Company, this is Ed speaking, how may I help you." This lets the caller know you are a professional even though you may be the only person in the company.
- * Practice speaking. Speak clearly and with confidence. Set a good, but not fast pace. There is nothing more annoying than talking to someone who is speaking so muffled or so rapidly that it is impossible to understand them. Remember, this

is the first impression a potential client will have of you. Make it a positive experience.

Remove any unnecessary language such as "umm." You can practice by recording some of your conversations and playing them back. Critique your self and keep practicing! Have others listen to you and give you their feedback.

There are books you can get that teach you breathing and diaphragm exercises that can greatly improve how you sound. The confidence in your voice will instill confidence in a potential client.

Listen carefully to what your potential client is asking. Listening means clearing your mind from the slightest assumption that you know what your client wants and responding based on that assumption.

We live in an era where we are always in a hurry. The consensus seems to be the faster whatever it is can happen, the better. When you actually take the time to listen and respond to someone by repeating back to them what they are asking, chances are that that client will feel personally acknowledged.

They will know you understand what they need. Mr. Johnson, I understand that you are looking for someone to write a short book about your experience traveling through Ireland.

You kept a diary and would like the personal experiences along with your traveling itinerary to be part of that writing. You would also like to add tips on how to save money. Is that correct so far, Mr. Johnson."

Below are suggestions for what to do when making contact through other mediums.

* Be careful if your first communication is on line in an email. Emails can be an advantage but they can also be a double-edged sword. While email is fast and a great way to communicate, it is also easy for email communication to be misunderstood.

The art of writing has 'died' in many ways. This is especially true of letter writing. With email and chats online, a new kind of 'online shorthand' has emerged. It is a whole new way of corresponding. It has a language of its own. Avoid the use of online shorthand. Never use notations such as "C u l8ter." Avoid acronyms such as TTFN or HTH. **You want to sound professional at all times.**

* Research your potential client. The internet is a great way to do this. Go to "advance search" in Google and type in their name. You will probably be amazed at the amount of information that comes up about them.

- * Always try to arrange a face to face meeting if your potential client lives close enough. The internet will never replace what reading someone's body language can tell you about them. It makes it much easier to close a deal if you have this advantage. It also makes it easier to establish a long term relationship.
- * Bring or send samples of your work. This should be part of your resume. If you are meeting your client face to face, bring the samples with you. If not, send your samples as quickly as possible. Remember to send samples that emphasize the type of work you want to do for the potential customer.
- * Arrive on time. Remember the saying, "to be on time is to be early." Make sure you have plenty of time to arrive at your destination.
- * Get directions. Map quest on line is a good way to do this.
- * Dress to impress. Look like a professional at all times. Pick appropriate clothes to match your profession. Look clean and neat. A tidy haircut and a shave if you are a man, and natural looking makeup if you are a woman, will make a good first visual impression.
- * Remember the first impression is the only one you will ever make so make sure it is your best.
- * Thank your potential client for their time and consideration. Use language that indicates your willingness to help.

To add to the list of how to sell yourself to potential clients I have listed below **the ten commandments of human relations**. These are tried and true ways for freelancers, and for that matter, anyone looking for a job to make a good and lasting impression.

- * **Speak to people.** There is nothing as nice as a cheerful word of greeting.
- * **Smile at people.** It takes 72 muscles to frown, only 14 to smile.
- * **Make a conscious mental note to remember the name of the person you are speaking with and call them by their name as often as possible.** The sweetest music to anyone's ears is the sound of her/his own name.
- * **Be friendly and helpful.** If you want to have friends, be friendly yourself.
- * **Be cordial.** Speak and act as if everything you do is a genuine pleasure.
- * **Be genuinely interested in people.** You can like anybody if you try.

- * **Be generous with praise - cautious with criticism.**
- * **Be considerate with the feelings of others.** It will be appreciated.
- * **Be thoughtful of the opinions of others.** There are three sides to a controversy: yours, the other person's, and the "right one".
- * **Give excellent service.** What counts most in life is what we do for others.

Look at each one of these rules and try to review them every time you meet a new potential customer. It could mean money in the bank.

Don't pressure anyone into a sale. It may take more than one conversation for a customer to commit. Provide helpful suggestions and employ active listening. If they have an issue or problem, reflect it back to them to show you understand and are being attentive.

At some point you will have to try and close the deal. If you have handled the rest of the suggestions appropriately, the closing of a sale should be easy and natural.

There may be, however, some objections made by the client. They need to be sure you will deliver what they want, when they want it, and that you are the person for the job. In these situations it is important to be more proactive than reactive.

What this means is that you have thought ahead to what potential problems may arise and you have already worked out solutions before you even met with your potential customer. This means that you have to be empathetic. Empathetic means you have to try to be in your potential customer's position and think about what objections they might have.

Once you have worked your way through the objections and the deal looks like it is a success you move to the next component, taking the client's order. This means that you have the sale worked out and that the client is ready to buy. Sometimes this is a written order; sometimes it is a contract.

Have the contract ready prior to the meeting. You can leave areas blank to write in the particulars. If there is a major revision to be done make sure you set a time to sign the contract in order to formally close the deal.

If you do not have the order you may lose the sale. Be prepared. Be ready to close the deal before the negotiation begins.

Freelance Riches

If the client is still not completely ready to sign make them a trial offer to do some of the work as a sample for their approval. This enables the client to see what they are paying for with little risk. Once you produce the sample, you can set another meeting to get the order complete.

Once a client is satisfied with your work, they are more likely to use you again. It is more profitable for both you and the client to develop a long term relationship rather than trying to find a new freelancer for every project they may have. That is why it is so vital to make a great first impression. It is not only to land the deal you are currently working on but to develop a regular influx of work.

Remember the old adage, "if at first you don't succeed, try, try again." Do not be discouraged if you are turned down for a job. See it as a learning opportunity. Try to review what you can do differently with the next potential customer.

As you become more experienced and your reputation grows, so will your number of clients. Even though it can be discouraging don't give up. Nothing in life is "easy." It takes work but the rewards are numerous. So keep your head up and your goal in sight.

Chapter 6: Making Clients into Residual Income

In the previous chapters we discussed marketing. Then we talked about how to hook those potential customers in order to make them sales.

Now, how do you continue to get work without dumping all of your money into marketing? Is there free marketing available? Are there customers ready to offer you jobs without you asking them first?

The answer to these questions is yes. These amazing customers are your current customers. They are the customers you have already made into sales and who know your skills. Now it is time to make them long-term clients.

Why is it so important to keep long term clients? Because not only will they continue to use you, they will refer you to others as well. Constant referrals will continue to give you consistent income.

It costs a lot more to acquire new clients then it does to get jobs from existing clients. In fact, it costs more than five times as much to acquire a new customer than it does getting work from an already established client.

While your first job may not have paid as much as you may have wanted, it is the future returns you have to look at. Usually the first job is small and is used to test your skills. Once that is completed and the client trusts you, then the free marketing begins.

They become a repeat customer. As you do more jobs for them, your pay will increase and the jobs will become steady. The cost of your initial investment in marketing will be paid many times over. And we are only talking about one customer. You can see the returns multiplied by every long-term customer you acquire.

How do you keep clients coming back to you time and time again? Good customer service is the key to long-term business relationships.

What is involved in providing good customer service? Part of it is being sensitive and understanding your customer's needs. The points you earn by making a good first impression apply to overall customer service. Use those ten commandments of human relations I just gave you.

Along with those 10, **there is an additional new commandment:**

* **Deliver what you promise.** Meet your deadline for the price you agreed upon.

This means that you do not promise more than you can deliver. Make sure that you agree on realistic terms. The client may have need for a project to be done quickly. If you can not meet the deadline, then do not agree to it.

If you fail to meet a deadline then you can damage the potential for future work from that client.

Always go that extra mile. Give them more than they bargained for and they will come back again and again. You can not overdo customer service.

Below I have listed **some tips that will always work to continue to ensure your growth and your ability to be marketable**. They are:

- Education
- Information dissemination
- Follow up
- Follow through
- Ordering new projects easily

Remember in the last chapter you learned about empathy. That is putting your self in your customer's position.

Below are some tips on how to be empathetic:

- Anticipate your client's needs. That means proactively taking care of any problems that may arise in the completion of a project.
- Be available to your customer. Give them your home and cell phone number so they can contact you quickly. Your client will feel safer knowing you are reachable if they should have a problem arise. Your availability will give your client peace of mind.
- Back up your work by being available to make changes or revisions to a project. It can be frustrating to a client if they can not reach you. It is even more frustrating if you delay getting a revised project back to them right away. The solution is to set aside a specific amount of time after a project is completed to make revisions. Again, this is proactive rather than reactive.
- Provide great service. You are investing in your future because repeat long term customers mean more money and less expended energy than trying to obtain new ones.
- Foster strong open communication. Poor communication can absolutely destroy a business relationship. Remember in the prior chapter where you were meeting that customer for the first time? That is when you began your

communication with the customer. Continuing that open strong and professional communication is essential in maintaining the relationship you build with a customer.

- Never promise more than you can deliver. Be sure both your customer and you are clear about all aspects of the project. Be sure your client knows how long it will take you and what your price will be.
- Be clear about what you can and cannot do for them. If there are parts of the project that you can not complete in the time given or if you just do not have the skills to accurately complete a task then make sure you tell your client this.
- Be clear on the details concerning delivery of the project. Details such as when a project will be completed, where it will be sent, and in what form it will be sent, are all important aspects that need to be made clear.
- Keep your client updated on the project. Don't let them sit and bite their fingernails worrying about how the project is doing or whether it will be completed by the agreed upon date.
- Have deadline issues resolved before you even start the project. Don't wait until the last minute. Remember be proactive, not reactive. Your client will appreciate you for it.

Remember, even the best laid plans can hit a glitch. What if your computer crashes? What do you do? Problems will inevitably arise. A lot of problems can be avoided by taking care of them before you begin. There are situations in which your client will not be happy.

It is very important to try to do the best you can to resolve them and keep your client happy. If you don't, it can cost you. Not only can you lose your payment for the current project, but it can destroy the potential for a future relationship.

What should you do if a problem arises? Well first let your client know what has happened right away. Take ownership of the problem. The next step is to allow your client to express their feelings. Make sure they feel heard. Use more of that active empathetic listening.

Once they have completely expressed how they feel about it, then work on a solution. If you can resolve the issue then you can save the job and save the long term relationship. If not, you can lose a lot of future revenue.

If you show your client that you can solve potential problems then you can impress them enough to instill confidence so that you can have a long term relationship. Remember every problem is a learning opportunity. It is also an avenue for future success.

There is something else that a long term customer can provide you. Referrals. Referrals are golden tickets. They are your free marketing. They are bringing you new customers.

More than that, the professional opinion of a former client can go a long way in helping you consistently procure new work. Their reputation increases your reputation.

Recommendations are something you should request from your customers. If a customer is really satisfied with your work, you can ask them if they have any colleagues to whom they could refer you.

Give them extra business cards they can pass out to those colleagues. If you do get a referral, be sure to thank your client for it. A little card or quick email can ensure future referrals.

Remember that long-term customers are your bread and butter. They provide you with regular work and are more profitable than finding new clients through marketing campaigns. **Always take care of your clients and they will take care of you.**

Chapter 7: The Business Side of Your Business

Let's review where we are. You have learned how to attract clients. You have been able to turn potential clients into sales. Then you learned how to turn those sales into long term prospects. **Now you are going to learn about the financial aspects of your business.**

What is profit? It's quite simple to figure out. First you determine what you are going to charge an hour. Then you multiply that price by the number of hours you intend to work. The result is your gross profit. Now you have to subtract any costs incurred by your business. What is left is your net profit. This is the amount you have in the bank.

So how can you increase your income? Let's look at each part of your profit formula. First is your hourly rate. If you increase your rate your profit will be higher. Let's look at an example. Let's say you worked on a project that you billed \$20.00 an hour for.

Now, let's say you worked on it for 30 hours. Then let's subtract some materials you needed to complete the project. Let's say for simplicity you spent \$20.00.

Your gross would look like this.

$\$20 \text{ per hour} \times 30 \text{ hours of work} = \600 gross profit

Now subtract the costs

$\$600 \text{ gross profit} - \$20 \text{ in expenses} = \$580.00 \text{ net profit}$

Not bad. Now let's increase your hourly rate to \$30.

$\$30 \text{ per hour} \times 30 \text{ hours of work} = \$900.00 \text{ gross} - \$20.00 \text{ in expenses} = \880

Wow that is \$300 more dollars a week. Over a year your increased profit, assuming you worked the same amount of hours each month, would be \$15,600. Who would not want \$15,000 more dollars. That is only an increase of \$10.00 an hour.

Now let's increase the number of hours to 40 hours.

$\$30 \text{ per hour} \times 40 \text{ hours of work} = \$1,200 \text{ gross profit} - \$20.00 \text{ in expenses} = \$1,180 \text{ net profit}$

The increase in 10 hours would mean \$300.00 a week more. Annually that would mean another extra \$15,600. That would be a total net yearly income of \$61,360.00. Not a bad income for someone working in their pajamas.

Don't be afraid to charge what you are worth. You can look around and see what other competitors are charging to get a ballpark figure. DON'T undercharge. You present an image of someone who will work cheap.

Guess what? You will be paid what you charge and clients will assume your low rate is just that, low. They may also think that you are not up to the quality of person they are seeking if you don't charge enough.

Don't expect to be able to increase your rates later. Charge what you are worth up front. Your clients want quality. If you charge a decent rate and provide quality work, then clients will pay your set rates.

Make sure you are not giving away billable time. Charge fairly for the time you work. While it may take time initially to hook potential clients, that time is a future investment. Be a good time keeper and have accurate records of the time you are working.

Spend some time everyday writing down the time you spent on the project and what you were doing during that time. That way, when you submit a bill it will be accurate. You will be able to track wasted time and become more efficient.

And most importantly, you will be able to accurately report to your clients exactly what they are paying for if you need to. Remember the old saying: "Time is money." This is especially important for a freelancer to understand.

Be careful how you spend money. While it may seem that the money flow will never stop, set money aside. Don't make impulsive purchases. You may need the money for dry spells. If you spend a lot of money in your business expenses category, it can affect your net worth. Remember our formula:

Hourly rate x number of hours you worked - expenses = net profit

The costs can pull down your profit as easily as not charging enough or giving away hours.

Cash in hand is worth something. An invoice for a project is not. Make sure you have cash in hand before you count it into your budget. Problems have always arisen when companies spend more than they have. Don't make that mistake.

Make sure you stay on top of your receipts and your payment schedule. Cash flow is important. When you develop a contract for a project include when you expect to be paid. When a payment schedule is agreed on up front, there is less

confusion at the end of the project. This goes back to the open clear communication rule.

Don't spend more than you have and always set money aside for dry spells. The possibility of your biggest client going bankrupt is not likely to happen but if it does you want to be monetarily prepared for that.

Remember to review your business plan costs, hours, and rates on a regular basis. Look to see if you need to make any adjustments. If you are not making what you want and the plan is not working, then start over and decide what you need to do to keep your business alive and flowing.

The best way to increase your income without making extra work or cutting too many costs is to increase your rates. It costs nothing to increase your rate and the amount of hours you are working does not have to increase.

Set a goal for how much money you want to make each week. Then decide how many hours you want to work. When you divide these two numbers you have your hourly rate. Remember to have realistic expectations. Here are some ways you can achieve a reasonable rate and still make what you want.

Earlier I mentioned research. Look around the market and see what others are charging for the same sort of work. Develop a range of prices.

If you charge on the lower end you may get more jobs but you will be working more hours to achieve your profit goal. On the other hand, if you charge toward the higher end, you will have a higher profit with a fewer number of jobs.

Remember, time is money. If you can work less hours and make more money why wouldn't you?

Another approach is what is called cost plus pricing. In this method you determine how much it will cost to produce a product. You then divide your profit margin by the number of products. This will give you the profit margin for each product. You then add your profit margin to the cost and you have your rate. In the case of a freelancer your products are hours. Let us look at an example:

Let's say it costs you \$3.00 an hour to produce web designs. This can be based on internet time, software costs etc.. Next let's say you want to make \$1200 a week and that you only want to work 30 hours a week.

$$\$1200 \text{ per week} / 30 \text{ hours worked} = \$40 \text{ per hour}$$

Now add your profit margin to adjust the cost and you have an hourly rate of \$43 an hour. You still may want to see if it is in the range of other providers. You may

need to adjust your profit margin or number of hours. You could also see if you can reduce your hourly costs.

The other type of pricing is value-based pricing. You are basing your rate on what you have to offer. You would be offering a return of profit in their investment.

This approach states that if a client uses you, your product will turn them a profit. This way may be harder to calculate but may be profitable depending on what type of freelancing you are doing.

Try to have a fixed price strategy. This means your rate does not vary from client to client and project to project. You will be able to calculate your profits easier and make the maximum profit. Remember to charge what you are worth.

Have you ever considered being a consultant? It is somewhat different than working jobs on a per contract basis. A consultant does more and is more involved in a business. They make decisions and offer professional suggestions to that business.

The best part is that freelancers can earn a lot more consulting than they can on a per contract basis. Being a consultant, however, may require that you obtain more specialized skills.

In an earlier chapter we talked about how education and specialization is important. It can also earn you a lot more money. Consider that the more jobs you do, the more your experience and skills will increase.

With a combination of increased experience and increased education and enhancement in skills, you can easily justify having higher rates than your competitors.

One other way you can increase your profit is to consider that once you have established yourself with a particular client, it may be worth it to them to increase your pay.

Tip: It is a lot less risky for a client to use someone that they know and trust than to try out a new freelancer each time they have a new job.

That is why it is so important to always meet your deadlines, keep open communication, and have a commitment to excellence in your work. Cutting corners or missing deadlines is a sure formula for lost profits and lost clients.

When you take care of your clients, your profits will rise accordingly. If you have a solid list of steady clients you can be discriminating about the projects you want to do. You can pick those you want and easily decline those that you don't.

It is all about good communication and customer service. If you provide a good product and good service, your clients will seek you out rather than you having to find them.

At some point though, you will have to raise your rates. Why? The cost of living is always on the increase. With it, the cost to maintain your business will also rise. If you do not raise your profit margin, those costs will eventually eat up your profit.

Larger companies and businesses give their employees a cost of living increase yearly. This is different than a merit bonus that is usually tied to performance, increase in skills, and productivity.

You need to give yourself both of these types of raises. They will be reflected in your rates. So you might want to plan to split them into a raise in rates one or two times each year.

This can be scary. What if a client refuses to pay and goes to another company that is cheaper? More often than not they won't. The reason is that it will cost them time and money to start to work with a new provider. There is no guarantee that a new freelancer will be as good or provide the excellent service that you are working so hard to provide.

So how do you increase your rates? Look back to the way you set your original rates. Do your research. Figure out how much it is costing you now compared to a year ago to produce the same product. Add on how much you want to make in profit and you have just given yourself a cost of living raise.

Research and find out how much someone is making with similar credentials to those you have now acquired. The difference in pay is your merit raise.

Once you have figured out your new rate you need to notify your clients. Send them a pleasant letter explaining why you are increasing your fees. Most clients will understand and pay it without any difficulty.

Chapter 8: Increasing Productivity While Increasing Profits

Remember the adage "time is money." In the case of a freelancer, this is especially true. You want the hours to work for you, rather than being a slave to the trade and giving up all of your free time.

You wanted to become a freelancer so that you could set your own hours and be your own boss. There is no sense in spending every waking minute working. The best way to make those billable hours work for you is to increase and maximize your productivity.

Time can be your friend or enemy. Time keeps moving whether we are maximizing it or not. The thing about time is that there is only so much of it. When time runs out, that's all there is. So let's look at using your time wisely and effectively. If you lose billable hours the cost will add up over time. The loss can add up to thousands of dollars. Who wants to give that kind of revenue away?

Managing time, for the most part, is an acquired skill, not an inborn one. It takes work and concentration to make time work for you. You can hone this skill through practice and diligence. Remember it's worth a lot of money if you do.

So, if you need motivation just calculate how much money you can make if you add 5 hours a week of billable time. Let's say you are charging \$60.00 an hour. That would be \$15,600 a year. Post that somewhere next to where you work. Put a note about how much money you are losing by not efficiently making use of your time.

How do you learn to use your time wisely? One of the first steps is to figure out when you are the most productive. There are some people who are morning people and some who do better at night. The beauty of freelancing is that you get to decide.

Whichever you decide, make sure that you set aside this time and that there won't be any interruptions. Remember your time is valuable. It is hard to get back to what you were doing if you have a lot of interruptions.

Interruptions take away from your time at your craft. If you need to, put a sign up letting other people at home know that you are working and that they should not disturb you unless it is an absolute emergency.

When you begin to work have a strategy in mind. Write down a schedule of what you want to accomplish. Make sure it is a reasonable list for the time you have

allotted yourself. Time will not magically extend itself to fit what you have scheduled.

Make sure you have an organized space where you can work comfortably. Have a table set up for paper work that you may need. You may need this table to lay out what you are writing for a particular job.

Have room for your computer, scanner, fax machine or any other equipment you may need. Have your personal phone book nearby for often used numbers instead of scribbling them out on any handy piece of paper only to be lost in the shuffle later.

If you are constantly looking for things in big messy piles, then it is time to clean up. Nothing is more frustrating than disorganization and wasted time hunting for something. Develop a system of organization that will work for you.

Stick to your system. Spend a couple minutes at the end of each day to make sure your workspace is clean, organized, and ready for work tomorrow. The few minutes you spend can save you a lot of time that could be used more efficiently by working.

Deal with things as they come across your desk. Don't put it off or those papers can start piling up. Either deal with it or get rid of it. Don't touch the same paper more times than you have to. This also applies to any mail you may receive that pertains to your work.

Go through it right away. Throw away what you don't need and deal with the pertinent mail immediately. Have a small desk top filing system where you can put bills, correspondence, accounts payable, etc. in its own particular slot. Again be diligent in your efforts to maximize your time.

Try to set aside a specific amount of time to do a task. Once you are finished, move on to the next project. If you self impose time deadlines you are more likely to complete tasks than allowing them to take more time than they need to.

Remember, this takes self discipline, hard work and concentration. Time management is always a work in process. Once you learn new working habits and get into routines it will become easier. Learn to say "no" and stick to your strategy of time efficiency. Most other people's emergencies usually don't have to be your emergencies.

The ability to set goals and the work it takes to achieve them is how you will earn the money you need to have the satisfactory life style you are aspiring to achieve.

The first step of a journey is to know where you want to be and the direction you need to go to get there. You have to have a destination or target. On a pirate map "x" marked the spot. You knew that once you made it to the "x" that your goal of riches would be fulfilled. But you need that map to get to your goal.

So make a goal map for yourself. Write down on paper what it is you want to achieve. Now you know where you want to go and when you will arrive. If you were taking a plane and were not sure when it left or when it arrived at a destination, you would never be able to get on that flight. So it is important that you set definite timelines in achieving your goals.

Your health is also an issue when talking about productivity. If you are tired because of lack of sleep you are going to be less productive. Make sure you get the proper sleep you need. There are no real benefits to lost sleep. If you plan your day accordingly, then you should not have to miss sleep or more importantly meals.

If you are working without the proper fuel in your body you can not expect it to run optimally. Also, if your body is out of shape, it can slow down your mind and hence your productivity. You will tire more easily. Have a health plan in place. It should include healthy food, exercise, and proper sleep.

Think of it this way. You don't have to skip breakfast and lunch anymore. You also can take the time to eat and not have to pick up a fast food burger just to get something in your stomach. You will have the time to eat more healthy nutritious foods. This will keep you in good shape and increase your productivity.

Try to exercise 20 to 30 minutes each day. This does not mean you have to go to the gym everyday. It can mean a brisk walk with the dog, a hike, a bike ride, or working in the garden.

Again, when you decide your schedule, you can easily schedule time to take care of yourself. Your body and mind will thank you. **Regular breaks reduce fatigue and even boredom, which definitely affects your productivity.**

Remember too, this includes your eyes, especially if you are staring at a computer screen for long periods of time. Every half an hour or so take the time to rest your eyes.

Blink them several times and then close them for a minute or two. Keep a bottle of moisturizing eye drops on hand and use them when your eyes feel dry. Make sure you use correct lighting. This will also protect your eyes.

Chapter 9: Minimizing All Costs for More Profits

You learned in the last chapter how to increase your profit by increasing your rates and making the most out of your billable hours. Let's review our profit formula once again.

Hourly charge x number of hours you worked + any costs

As you see costs need to be taken into account when making sure that you make the most profit possible. You will learn in this chapter how to minimize your costs.

You have to pay close attention to how you are spending your money, because spending has a direct impact on your profit margin. When you are faced with buying some equipment or services as a freelancer you must look closely at what you are buying.

Cost comparison is very important. The time you spend can save you money in the long run. Sometimes you may have to wait until the best possible price on a product or service is available.

Avoid impulse buying. It is easy to see a product and want to buy it immediately. Wait and shop around. After you have shopped around and have found what you think is the best price, sleep on it.

Wait a day or two and look at the product or service again. Is it what you really need or is it a want? Then look again for the best price. If you think you have found it, only then should you make a purchase.

There are other ways to save. Find out whether any organizations or companies you are associated with offer discounts. There are seasonal times of the year when certain items are cheaper or are on sale. Often, when the next year's model becomes available this year's model goes on discount in order to move it out of stock.

Look on Amazon.com and especially eBay for the product. You have to be careful. Just because it is on eBay does not mean a product or service is cheaper. You have to know what the average price of an item is before you should commit to buying on EBay.

Look at those ever present circulars that come in the mail. They often have sales for the items you have been waiting to buy. Be patient and be a good shopper. In the long run, the time you wait can save you money.

Look at your home office. Are you using an excess of energy? Find out where you can save money. Even the light bulbs you use can mean pennies-a-day

savings that add up in the long run. If you could save just a dollar a day in energy you could save over \$365.00 annually.

Look at the services you use: energy, internet, phones. Shop around and compare to see if you have the best deal. A lot of companies such as cable companies can bundle these services for a price lower than the cost of each individual service. Call around and shop.

How are you sending packages? UPS? US mail? FedEx? Shop and find out the most cost effective way to send packages. Give yourself some time to send packages where you don't have to pay the extra money for express shipping. If you can fax or email items to a client you will save yourself even more money.

Try to negotiate for prices. Your clients often negotiate for your price to provide a service or product. You should do the same when making a purchase. Ask the seller what their rock bottom price is. Ask if there is a discount if you buy in bulk.

What about buying products at warehouse places such as Costco and Sam's? You can save money on products there, but again, you have to know what the product costs at another place. Also, if you have to buy 500 reams of paper to save \$5.00 is it really a bargain?

And do you really need 500 reams of paper all at once? Think hard before buying. Just because you can save a little money does not mean you need to spend all of your revenue at once.

If you have specific expenses that you will incur in a project, try to add the cost into your final bill. Make sure you have the understanding that they will pay out of pocket expenses. Make sure you itemize the items on the invoice that you send the client.

Remember in the prior chapter we talked about making sure that billing details were in the contract? If a bill has become overdue then it is like the client is taking money away from you. If the money you are supposed to have is sitting in their bank rather than yours then they are collecting interest on your money.

You can reduce the number of problems by making sure you send your invoice to the client right away. Try to have the shortest time possible agreed upon for the bill to be paid. Remember, you would rather have the interest accumulating in your account rather than theirs.

There are times you may have difficulty getting payment. If you cannot resolve the situation any other way you may have to resort to getting a debt collection company involved. They will take a percentage of the payment collected for their service. However, some money is better than no money.

Uncle Sam's cut! **Remember you have to be responsible for your own taxes.** If you make mistakes, it can cost you thousands. If you do not work for a tax company or are an accountant you should not really try to manage your taxes on your own.

There are so many ways that a tax professional can save you money. It is worth the investment of hiring one. You would not trust a car mechanic to do a tooth extraction. They may know mechanics, but not body mechanics.

So if you don't know what you are doing, it is probably better to leave those matters to folks who know what they are doing because they do it everyday.

You can relax a little knowing you are being taken care of and worry less that you will have to sell your car in order to pay for taxes this year. There are ways to keep up with your expenses.

Doing the following valuable & ultimately timesaving but simple things will assist you whether or not you decide to use a professional accountant:

- Make sure you write everything down. When it comes to money have a ledger of expenses and income. You can also buy software such as Quicken or Microsoft Money to manage your business better.
- Keep all of your receipts. Put them in a file and don't lose them. You want to keep track of your expenses. More important some of those receipts can save you money by using them as a tax write off.

Chapter 10: Do Less Work & Make More Money!

Have you made that first million yet? Not quite there? **Let's look at other ways you can increase your revenue and in some cases work even less to do it.**

One way to make more money is to offer more. Instead of just accepting the job as is, look at ways in which you could add more services. An example would be if you were a web designer.

Why not offer to find them a hosting service, have a monthly update feature or make up some advertising for the new site. The client would be happy with the one stop shopping and you have made a greater sale which means a greater profit.

You can offer bundled packages as well. These packages can offer some savings as compared to a la cart services. You can offer buying in bulk deals, where they are guaranteed a certain number of projects for a reduced price.

This happens all the time in the freelance world. It is guaranteed revenue, but be careful not to cut your prices too much. This could hurt your profit margin.

Companies often have to spend money in order not to lose it. If a department has to spend money before the end of a fiscal year, they are often in a mad rush. Advertising during this time of the year can earn you money.

You must always protect your rights to what you produce. If you don't you could lose money. For instance let's say you are a freelance writer. If you do not protect your rights over a piece you sold, you may not ever be able to sell the piece again.

If you don't sell the rights to a piece, you can resell the piece over and over. One job, many paychecks. That is smart business. If a client asks to sign your rights over on a product be very careful. If you sell the rights to a piece then you are selling the permission of the client to use the work. If you are able to resell pieces you are working less and making more.

It is just another step on the way to making millions of dollars freelancing.

Wouldn't you love to sit back and allow someone else to make money for you? You can. There are times in which you will not only be selling your time but someone else's as well. A client may not want to go through the inconvenience of finding someone to complete a project.

You add on the services with a mark up. The mark up is your profit for finding the other workers for a project. This is standard practice for freelancers and especially consultants. You can decide what the markup should be.

Remember, you want repeat long term customers, so be reasonable. It does mean extra profit so it is worth while.

One way to add to your value is to network. Find others you can work with to add value to what you have to offer. After working together for a period of time you may decide to form a company together.

Make sure that when you subcontract work that you know the quality of that person's work. You then become the client. If their work is shoddy it will have a negative reflection on you. If they miss deadlines or go out of business it can cost you a lot of money and lose you future jobs with a company.

Make sure you have firm, clear contracts in place. You can find people to work with in the same places your customers found you: the internet, freelance websites, and advertisements. Make sure you ask for their work samples and references.

Take into account how long they have been in business. Be clear on what services they have to offer and whether they have the credentials and skills needed to complete the project.

Subcontracting is a great way to add to your profit margin, while adding to the value of the services you provide. Take the time to look around and decide what kind of people you need to work with. They will be thankful for the work. Often times they will reciprocate by sending you jobs they encounter as well.

If you decide to take the next step to becoming a business that offers services, there are some things to consider. One is getting an office space. Shop around and start small. You also need to figure what it will cost for office personnel, equipment, lights, heat, air conditioning, etc..

The point to remember is that with an expanded business the jobs you will be getting will also be much larger. You will have others do the work while you figure out better ways to make that money. In the end you might grow large enough to sell your business for millions. Wouldn't that be nice? If you take things at a decent pace, save money, obtain long term clients, and have the right people working for you, the sky is the limit.

Chapter 11: Tips and Tricks for Professionalism

In this last chapter we will summarize how to be the best professional freelancer possible.

People in business can spot a phony a mile off. By acting like a professional you will earn respect and repeat business from the clients you serve.

Build a strong relationship with your clients. This is done by being yourself. Again clients can pinpoint phonies. Be personal and approachable. If you show that you care and enjoy what you do, your clients will be able to see that as well.

Keep your skills honed. Take opportunities to sharpen them. Keep up on current trends and information in the field you choose to work in. Your clients will be impressed on how up-to-date you are and how much expert knowledge you have.

One of the best ways to become a successful business is to research successful companies in your chosen field.

Ask other professionals what they have done to become successful. You save a lot of time if you don't have to reinvent the wheel. Learn from other people's successes and failures. The information can be invaluable.

Another way to evaluate your services is to send out brief surveys when you complete a job. The feedback can open avenues to areas where you need improvement. Negative feedback is always an opportunity to make change. You can take the positive comments and use them in your advertising.

You can even evaluate your clients. Prioritize them. Which ones are the best clients and which ones take up all of your time. Consider increasing your rates to see if those using all of your time meet the challenge. They will either pay you more and make it worth your while or they won't come back. That way you can concentrate on your moneymakers.

Remember, if a customer is wasting your time then they are wasting your money.

Don't overwork yourself. It may seem noble to try to do as many jobs as possible but not if you risk burn out. To make matters worse the quality of your work may suffer and your clients may notice. In the long term you could lose work by trying to do too much.

Remember in a previous chapter when we talked about taking care of yourself? If you are trying to do too much, you are not taking care of yourself. Besides, what kind of fun would it be to be working all of the time?

Didn't you want to become a freelancer so you could make your own schedule and spend more time with family and friends?

If you have made some contacts networking you may want to make deals about sending each other work when you are overloaded. If mutually agreed upon, it can keep the jobs flowing but will create a stop gap when there is too much.

If it is cost effective, you may want to hire someone who can take on some of your duties such as web site maintenance, answering phones, and taking care of the financial aspects so that you can concentrate on other projects. This can save you time and prevent burnout.

Now let's learn a very important word you need in your vocabulary.

"NO!"

Go ahead and practice saying it. Say it to yourself in the mirror. Get used to being able to say it without hesitation or over-analysis.

Just because a client offers you a job does not mean you have to take it. Is the job something you can do? Does the job fit into your overall plan of acquiring a long term client? Think of the job as a step in the road to the million dollars you seek.

Also consider what would happen if you did not take the job. It is not always prudent to take on a job just because it meets the short-term goal of a paycheck.

If it does not pay well or the client is not likely to be a repeat customer, then politely decline. Again, you have to manage your time and resources wisely. You need to pick your clients and jobs wisely as well.

A way to utilize your marketing time and dollars is to think of unusual ways to attract the attention of potential new clients. You need to set yourself apart.

What do your mailings look like? Are you using eye-catching colors, words, and images that will attract a potential client's attention? You don't want your mailings to automatically be thrown in the trash.

If you can get a potential client to spend a minute paying attention to your marketing attempt, you are halfway to winning them over.

Another way to make the most of your marketing dollars is to collaborate with other companies. Working together can be an effective way for both of you to get your names out there and known.

When you split the price you both win. You are able to send materials out to more people and have greater results working together than you might have just trying to do it on your own.

Try to utilize your marketing ideas for certain occasions or events. If you can coordinate your marketing with ongoing events you may reach a wider range of prospects.

Look at your website and explore its potential. Look at how you can raise your ranks in search engines as mentioned in a previous chapter. If you can increase your ranking you can definitely get more hits on your site when people are searching for the kind of services you offer.

Have you considered how long it might take for a person to be able to load your web page? Not everyone has lightning fast internet service. If you have a lot of graphics and they have a lot of megabytes, you may want to consider choosing other graphics or eliminating them all together.

Remember this: The longer it takes a potential customer to load your site, the more likely they are to skip it for the next site on their search engine results.

Don't have a whole lot of glitz and fanfare. Make your website easy to access and easy to navigate. Make sure it gets to the point and that your contact information is current and easy to access. It may even be one of the questions you add to your survey. You can ask a client whether or not the website was useful and what you could do to improve it.

Make a habit of updating your site. Give your clients something to look at that is different so that they will come back. Post promotions, deals and some new examples of your work.

Don't let your site sit and get old and filled with cyber-cobwebs. It is your store front and sweeping and the occasional touch up paint should be part of your regular routine.

Get to know your customers. If you know a client's birthday, send them a card or email. You can even offer a discount as a birthday gift.

Always listen to your customers. Be polite and empathetic. Get to know their likes, dislikes and idiosyncrasies. Write them down in a file to help you remember.

Paying attention to a client's needs gives you a much better chance of keeping them as a long-term customer.

Always make sure your customers have access to you. Give them your phone numbers and let them know the best time to reach you. The trust it builds with customers can mean dollars to you. Customers who trust you will continue give you jobs.

Always, ALWAYS, thank your customers. Send them a thank you email or post card thanking them for their business. This encourages them to be a repeat customer. If they feel they have been taken care of than they are more likely to take of you in the future.

You are now on your way to making millions.

Now, get out there and be brilliant!

Your samples are in the appendix (invoice and typical contract) so look them over and adapt them to your business needs as applicable.

To your success!

Liz Tomey

<http://www.marketingforrealpeople.com/>

<http://www.TomeyMarketing.com>

Appendix: A Typical Invoice & A Typical Contract

You can add more information as desired and edit as needed, these are just barebones samples you can use as a guideline.

Sample Invoice:

INVOICE

John Perry
123 Maine Street
Anywhere, NC

INVOICE # 1
DATE: MAY 27, 2007

Please make payment through Pay Pal at
myemail@hotmail.com

To Joe Q Company
345 Hotsprings Road
Walla Walla, Washington

SALESPERSON	JOB	PAYMENT TERMS	DUE DATE

QTY	DESCRIPTION	UNIT PRICE	LINE TOTAL
	50 hours -project advertising for Joe Q company	\$50/hr	\$2500
	SUBTOTAL		

SALES TAX

TOTAL

\$2500	

Make all checks payable to John Perry
Thank you for your business!

Sample Agreement:

John Perry CONTRIBUTOR'S AGREEMENT

This Contributor's Agreement ("Agreement") is made and entered into as of the 7 day of June, 2006 (the "Effective Date") by and between Joe Q Customer, having a place of business at 555 any street USA ("Joe Q Customer") and Joe Q Customer, and John Perry a United States citizen having a place of residence at USA ("Contributor").

1. Work. Contributor agrees to produce written materials such as text and articles or moving images, still images, photographs, art, illustrations, artwork, music or graphics (the "Work") at the request of JOE Q CUSTOMER for \$150.00 or \$6.00 a page, whichever amount is greater, which has been agreed upon in advance. The work will be completed and delivered by an agreed upon deadline of midnight (EST) on June 28, 2006.

It is further agreed that the amount of \$75.00 is due upon the deliverance of a rough outline and Table of contents of the project named "Special Report." It shall be delivered in electronic format as a "Microsoft Word" document. The remainder of the balance shall be paid upon acceptance of the project by Joe Q Customer. Payments are to be made via Paypal.

Contributor agrees that he/she will be the sole author of the Work, which will be original work by Contributor, free of plagiarism. Contributor agrees to use reasonable care to ensure that all facts and statements in the Work are true and that the Work does not infringe upon any copyright, right of privacy, proprietary right, right of publicity or any other right of a third party.

Contributor agrees that JOE Q CUSTOMER has the right to edit the Work as it deems appropriate for publication, and that Contributor will cooperate with JOE Q CUSTOMER in editing and otherwise reviewing the Work prior to publication. Contributor will cooperate with JOE Q CUSTOMER if any complaints, claims or litigation should arise regarding the Work.

2. Intellectual Property Rights. The parties acknowledge and agree that Joe Q Customer shall own all right, title and interest throughout the Universe in and to Contributor's Work. Contributor hereby grants to JOE Q CUSTOMER an irrevocable, royalty-free, transferable, non-exclusive license to (a) publish, republish and distribute directly and indirectly the Work, (b) to make or have made and their own enhancements, derivative works and other modifications to all or any part of the Work ("Derivatives"), and (c) to use, adapt, modify, perform, transmit or reproduce the Work and Derivatives in any form or medium, whether now or hereafter known, throughout the Universe, including, without limitation, compilation, microfilm, databases, and any digital format in any medium, and to transfer or sublicense any of the publication rights to any entity. Notwithstanding this grant of rights,

3. Term of Agreement. The term of this Agreement shall commence as of the Effective Date and shall expire as of the latter of the last day of the last day of the period wherein Contributor was retained by JOE Q CUSTOMER (whether as an employee, consultant, independent contractor, agent or otherwise), even if JOE Q CUSTOMER retained Contributor on an intermittent and/or a part-time basis. The provisions of Sections 1, 2, and 4 shall survive the termination of this Agreement for any reason.

4. Confidentiality. Contributor acknowledges that he/she may be furnished or may otherwise receive or have access to information which relates to JOE Q CUSTOMER's past, present or future products, vendor lists, creative works, marketing strategies, pending projects and proposals, and other proprietary information which gives JOE Q CUSTOMER an opportunity to acquire an advantage over its competitors who do not know or use it (the "Proprietary Information"). Contributor agrees to preserve and protect the confidentiality of the Proprietary Information and all physical forms thereof, whether disclosed to Contributor before this Agreement is signed or afterward.

In addition, Contributor shall not disclose or disseminate the Proprietary Information to any third party and shall not use the Proprietary Information for his or her own benefit or for the benefit of any third party. Without limiting the generality of the foregoing, Contributor shall be prohibited from discussing JOE Q CUSTOMER or the Work with a representative of the press or media, either

directly or indirectly, without JOE Q CUSTOMER's express prior written approval.

5. General Provisions:

5.1 Contributor is responsible for the payment of all federal, state and /or local taxes with respect to the services he or she performs for JOE Q CUSTOMER as an independent contractor. JOE Q CUSTOMER will not treat Contributor as an employee for any purpose.

5.2 No modification to this Agreement shall be binding unless made in writing and signed by the parties hereto.

5.3 To the extent that any provisions, portion or extent of this Agreement is found invalid, illegal or unenforceable, then that provision, portion or extent shall be severed or deleted here to for or limited so as to give effect to the intent of the parties insofar as possible and that the remainder of the Agreement shall remain binding upon the parties.

5.4 Unless otherwise agreed, this Agreement shall apply to all Work and deliverables created by Contributor for JOE Q CUSTOMER.

5.5 The law of the State of North Carolina, without giving effect to principles of conflicts of law, shall govern this Agreement. Any claim for a violation of this Agreement shall be brought to the North Carolina Federal Court or the North Carolina State Court and the parties hereby irrevocably consent to the jurisdiction of those courts. Attorney's fees in any legal action shall be awarded to the prevailing party.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first set forth above

JOE Q CUSTOMER

By: _____

Print Name: _____ (Printing name in capitol letters is recognized as an electronic signature.)

Print Title: _____

CONTRIBUTOR

Freelance Riches

Print Name: _____

(Printing name in capitol letters is recognized as an electronic signature.)

Street Address: ____

City/Town:

Zip Code:

Date:

Again, I wish you total success with your new career, and know that you will definitely enjoy the satisfaction of working for yourself making more money than ever before. It just takes that very first step!

☺ *Liz*