

“SUCCESS”

In Freelancing & Outsourcing



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Chapter 1 Introduction About Globfreelance

What is Globfreelance?

Globfreelance is an online platform that connects freelancers and buyers to work together. Companies select Globfreelance.com`s expert providers to work on their projects

We offer a quick, flexible, quality, cost-effective and profitable way for users to manage a project or find a work and make money. Freelancers (experts) get hired by buyers (employers) and we make this procedure a safe environment for the projects get done cost effectively. For the employer or service buyer, Globfreelance provides immediate access to thousands of independent experts, without the need to place job advertisements or provide project space and any other costs. For the freelancer, Globfreelance offers a constant source of part-time to full-time job opportunities. This helps them to promote their skills without the expense of advertising.

Globfreelance`s organizational Mission:

Our mission is to become a leading staffing and management marketplace that connects providers and employers in a safe environment. We wish to contribute to societies with offering a solution to unemployment problem. We aim at increasing stakeholders` value who own the business, employees who work for the business, students who look for a business and clients who purchase products and/or services from the business.

Our Vision:

We believe that we can make a difference in this economy and inspire thousands of talented and wonderful experts not to lose hope while looking for a full time job and make use of their expertise and talent. We want them to prove how good they are by working on projects and make money. We also wish companies around the world be able to get their projects done cost effectively. We want to make a difference and inspire people to achieve more than they may ever have dreamed possible!

Our Goal:

We focus on our efforts strategically. Our goal is to meet and exceed user satisfaction; our business team follows Globfreelance`s overall organizational strategy. We work hard to add more value for the targeted users over the long run by consistently meeting their needs better than our competitors do. Globfreelance`s goal is to help people around the world to get a job and make money. Our goal is

simple: to create more work environment for talented and unemployed experts around the globe. We want to be a success channel for people around the world to make money online and flourish their expertise in such a way that motivates them to innovate and find better solutions to problems in various areas such as: technology, political science, law, literature and much more.

Chapter 2 Successful Freelancing Tips

Being a freelancer is very different than being an employee of a company owned by someone else. Unlike being an employee, you have all the freedom to take your work in any direction you choose but also all the responsibility that comes with it.

Every freelancer must have a solid business plan to be in and sustain a successful business. This should include a strategy for acquiring new work, a set of checks and balances to maintain a high level of quality in the work that is produced, and maintaining the appropriate funding to maintain the business. These three components are necessary to maintaining a healthy business.

As part of being self-employed, there must be a system developed for money management keeping track of the revenue coming in as well as what is going out. There are certain expenses that are tax deductible know them and take advantage of them.

Work hours are one of the leading reasons a person thinks a freelance work style is so advantageous. It is true that a freelancer gets to choose their own hours. But on the flip side, if the freelancer is not working then they are not earning any revenue. Having the freedom to choose your own hours has to be balanced with getting all of the contracts done on time, every time. If you are consistently late with assignments, you will lose your contracts. With no contracts, there is no revenue and the only choice for some is that you must go work for someone else. This is where having the discipline to stick with the long hours pays off. All of your efforts are directly related to your revenue. The more you work, the more work gets completed which is done for a payment.

When it comes to time off, the freelancer has the advantage of taking whenever they feel like it. Emergency situations are never a problem with a boss, because they are the boss. But this again must be balanced. A sick relative or child does have to be taken care of but just because you are a freelancer and the other members of your family are not, does not mean you carry the full weight of the responsibility. Judging what is an emergency and what must be taken care of immediately must be made. There are some that think just because you are a freelancer you can take the time off to entertain a friend when they want you to. The thing most people do not understand is that after taking a day off with work that is needed to be done, then that night will have to be an all-nighter to accomplish the needed tasks. Saying no to people about going out is necessary to make sure you get the work done on time.

Taxes are the biggest headache of every person in the world and for a freelancer it is the same. The main difference is that instead of the government taking a portion of your salary each paycheck for taxes; it is your responsibility to set this money aside. The advantage is that you can put it into a savings account and collect interest on it until you pay the bill. This is a necessary procedure that must be taken. There are many that put off setting aside a portion of their revenue until the tax bill arrives in the spring. This has broken more freelancers than any other single thing. Proper discipline will be the difference in making it as a freelancer or not.

2.1 How to Make More Money as a Freelancer

Learning how to make more money as a freelancer is a task that has to be constantly monitored. For a person just starting out as a freelancer, the easiest way is to grow your clientele list. Since most do not have a reputation or not much of one, a low price is the best way to attract customers. This is work that is generally done in mass quantities. The up side is that will generate a great deal of high quality work, the freelancer can eventually raise their price because they have become known for top quality work.

Even with a good reputation for being known for top quality, work does not equate to great pay. The market place is the deciding factor when it comes to compensation for work. This is why people living in 3rd world countries have an advantage over those living in the developed nations. It comes down to the cost of living. The fewer expenses a person has, the more money they get to keep from their income. With this factored into the equation, it is not the overall amount of money a freelancer makes but how little they spend to live. By having a low cost of living, the freelancer can keep their prices low and still make a good living.

Exposure is key to having a large client base. Sites like globfreelance.com are a place this can happen. By being listed as a freelancer in a top quality site, you will be seen. There are advantages of getting your name out there. By being seen multiple times, customers will begin to recognize your name. When you bid on a project and your name is known, the odds are increased that your proposal will be considered. Good quality work at a reasonably competitive price will bring in work.

Some freelancers think they are the best and charge top dollar for their work. The problem with this philosophy is that one job at \$30 is still less than 20 jobs at \$4 each. To continuously make more money there must be a consistent flow of work. By keeping your prices reasonable there will be more customers willing to take a chance on you being able to do the assigned task. This basically equates to the more work you produce, the more money you will make.

Everyone raises their prices from time to time to keep up with inflation. As a freelancer, you must always keep in mind what is most important for your client base. There will be some clients that will stay when you raise your rates because they like your work. Others will stay because of the trouble of finding a replacement if your quality of work exceeds

expectation on a consistent basis. But there are those clients that only care about costs. As your prices go up, your client base will decrease. It is just a fact of economics.

The best way to make more money as a freelancer is to have low living expenses and consistently produce high quality work for a reasonable price

2.2 Make the most of your skills as a freelancer

For freelancers, all opportunities have to be explored and exploited whenever possible. This is done so that any possible revenue stream can be harnessed. These revenue streams provide the financial means by which the freelance artist can continue their freelancing career. This is the hardest part of this career to get established.

The creator of Globfreelance is well aware of this since she is a freelancer herself. By personally knowing all the challenges that face each freelancer, this freelance employment portal was created to help expose all the abilities of the member freelancers with the best possible opportunity to showcase their abilities.

Unlike many of the other sites that are available for companies to find employees to work for them, this site has the express intent to exposing freelance workers to the world. Most are not looking to become just another employee. The freelancer artists on this site know what they do best and are willing to provide this service at the lowest possible cost.

To help showcase the freelancer's abilities, this site has many features no other site provides their members. While other sites do provide a place where a resume can be downloaded and even some allow a generic cover letter to be placed in that same folder. Very few permit a picture to help showcase your folder. Globfreelance allows all of those plus more for each member.

Each member has a place for them to open up to the prospective buyers and personally introduce themselves. There is a space on each profile that provides this opportunity, if the freelance artist takes advantage of it. This gives your profile a human factor rather than just a bunch of facts and figures like the other sites.

In the downloadable portfolio section there is enough space for examples of your work, a PowerPoint presentation about yourself and the work you have done in the past along with what you are currently capable of accomplishing. The more information you provide any prospective buyer to see, the more comfortable they will be with hiring you. It is human nature to stay with something or someone you know. By letting any visitor know more about you, the chances of your bid being accepted increases.

Globfreelance is not like the other sites that allow space for 2 to 3 sentences for you to sell yourself. Set yourself apart from the competition. Take your time and fully exploit all the area on your portfolio and your profile to its maximum extent. Selling yourself and your abilities is the way all successful freelancers get to stay freelancing instead of finding a 9 to 5 job.

Use the tools that are available for this in their fullest potential. Once completed, all visitors to your profile will know you are a serious freelancer. The attention to detail on how you express yourself is the first impression any buyer will have about your capabilities and work ethics.

Make yourself stand apart from the other freelancers by utilizing all available tools that the Globfreelance site has to offer. This will help your revenue stream to grow. The little things do make a difference.

2.3 What You Should Not Do As A Freelancer

The most common mistake of a freelancer is that they think they can do what they want, when they want, and how they want. This is true as long as they keep a constant supply of revenue coming in. Unless you are independently wealthy, a constant stream of payment arriving from work that has been completed is a necessary thing.

When it comes to dealing with clients, there will generally be two types. The ones that are easy to work for and pay on time and those that are demanding and pay late. These two things generally go hand in hand with a few exceptions. How to deal with the first one is easy, you keep them happy and, hopefully, as long term clients. The second type is a more complicated scenario. Just because a client is difficult does not mean you can afford to drop them. From personal experience, the most demanding and troublesome clients pay the best. If you can afford to drop a troublesome client and you no longer wish to do work for them, then by all means drop them. Just make sure you can afford the pay cut. It would be advisable to find a replacement client before dropping an existing client. You will be grateful when the bills get paid on time. If you do decide to drop them, make it as professional as possible. Tell the client you are overloaded and cannot fill any more contracts. By no means should you send a nasty message or express your feelings of disgust towards them. That could cost you future business or even all of your business if your other clients find out about it.

"The customer is always right" is an old saying that has to be adhered to. Your customer or client has voluntarily decided to hire you. They want the job done their way and that is the reason they are paying you. If you do not do it as they wish, they will find someone else who will. Unless you are asked to proceed with a job as you think would be best, give the customer what they have instructed you to provide. If you tell a client that they are wrong, most of the time they will find someone else to give their money to. The best policy is to give the client what they want, when they want. This generally not only keeps them happy but come back as repeat clients.

Promptly responding to emails and other correspondence is a must. Just because it is a weekend does not mean you have the weekend off. There will be occasions when this is not possible, but when it is, this must be done to show a level of professionalism.

Remember you have a completion date to make. Most clients seeking a contract worker send out multiple inquiries. The message sent to you is more than likely just one of many.

The first to respond has the greatest chance of landing the contract. Always be professional and courteous. Remember the person on the other end is just thinking about hiring you. It is your job to convince them.

2.4 Tips About Solving Any Freelance Problems Effectively

As a freelancer, your business will fluctuate during the course of its evolution. Freelancing is not for the faint of heart or everyone. But for those that have chosen this career path, there are great advantages to it. There is no boss to report to and you get to choose your own hours. Work when you feel like it and play when you want to. The downside is that if you do not have the discipline to consistently turn out top quality work on time and on budget, you will not have a revenue stream to pay the bills. Your survival as a freelance artist is also dependent on finding companies that outsource work and are willing to hire you.

Knowing when to go totally independent from any other revenue source like your present job is the hurdle that needs to be considered. You know you are ready to start your freelancing career full time when the revenue stream is competitive with your current salary, all the bills can be paid, and your day job is interfering with your freelance work. The last thing you want to do is not to have enough money and asking for your old job back. Be prepared before you make this decisive move. Many freelance artists keep their day jobs for years while simultaneously developing their new career. Do not get in a hurry.

Developing a work routine is essential for time management. This is not a 9 to 5 job, but it cannot be an 18 hour day every day, either. Treat your new career with the same discipline as a real job, because this is a real job. Set up a set of work hours and try to stay with it. A 6am to 6 pm work day is typical of many freelance artists.

Long term contacts and clients are hard to establish at first. Make sure you have properly marketed yourself and your abilities. Keeping a steady flow of work coming in is the only way you will be able to sustain your new business. With the internet, freelancers often employ the same techniques many affiliate marketers use to promote a product. This involves the posting of content on your website about yourself and your services. As part of your campaign, there should be numerous postings on the many social networks with links back to your homepage on your website. This will make it easier for companies that outsource work to find you.

One problem that can never be overlooked is payment. You only do work for a financial reward. Working for free will not pay your bills. As a freelance artist, you must also be part-businessman. There are many systems, the one used by the freelance network Globfreelance is that of an escrow account. This is efficient and reliable. If you are an independent freelancer then always ask for a down payment which generally is 50% of the total cost of the project. This has two advantages. First, you will then receive at least half the payment for your work and the second is that if the client is not serious about

paying, they will not make the down payment. This will allow you to only work on paying projects. Time is money, do not waste it.

Always make your deadlines on projects. Keeping your cost low will help give you a consistent revenue stream so your new career as a freelance artist can blossom and flourish. You will only get out of this career what you put into it.

2.5 Advantages of Branding on Globfreelance

We are marketing your expertise, so that you can double your earnings.

By identifying your specific talents and area of expertise, you can be known or branded with these traits as a freelancer. This is the best way to either have a reputation or improve your current standing amongst others in your specific field of expertise.

When buyers or companies come to Globfreelance, most are looking for outsource branding freelancers. This is a specific type of expert that is only known for top quality work in a narrowly focus field. This is one of the opportunities this site provides. With all the general categories of experts and almost 100 subcategories, your primary focus will be listed and known by all that visit the site.

Freelancers are allowed to be listed under field of expertise, but those that have this type of specific focus will have a better chance at landing a project than those that list 10 to 15 different specialties. It is like a boatswain's mate in the navy. These sailors are known to be jacks of all trades and experts at none. This is the type of reference you need to avoid if you are a freelance expert. Having a brand attached to you is like a medal of honor that you are a specialist in this chosen field. Not only will your reputation improve when this occurs, but also the amount you can charge for your services.

Reputation is not everything in being a freelance artist; it is the only thing that matters. On some of the profiles that expert freelancers have posted on Globfreelance, they give references. This is one source of expanding what is known about you and the type of work you have provided in the past. This will also give buyers a better idea of what you will provide them if they award the project to you.

The marketing arm of Globfreelance started this site from scratch. They have built it up to what it is today. Once you register on this site as a freelancer, you will be recognized as part of this team of experts known around the world. You will become better known as the client list of this site continues to grow.

If you currently are not branded as an expert, this site will provide you with the path so your skills will be acknowledged. You must bid on jobs for this to happen. With each completed project, all those involved are encouraged to leave feedbacks on the other members of the site that were involved. Along with the comment section, is a grading scale. With these two mechanisms in place, your reputation will be exhibited for what you have actually done and accomplished.

If you are a freelancer that is looking for specific outsource branding projects, Globfreelance is the site to advertise your abilities. There is no better place for freelancers to achieve this type of recognition. Registration is free, the only requirement is that you visit globfreelance.com and post your portfolio

2.6 How to Double Your Earnings by Becoming a Freelancer

Being a freelance artist in any discipline has explosive financial rewards, if done properly. This is unlike working for someone else that profit from your hard work. The more work you complete, the greater the revenue you will receive.

This is one of the advantages of completing outsource work for a client; you get to keep the entire payment for the work you did. Most freelance artists charge less than many of the companies that do the same type of work. The reasons your profits will be greater than companies that are competing against you for this outsource work is simple, your overhead is less.

The low overhead is due to the fact that most freelancers work out of their homes. This eliminates the cost of an office and all the associated expenses with one. This has to be part of your business plan to maximize your profits. Reduce the fixed cost to running your business and all the money saved is profit. These fixed costs include rent, electrical, and other utilities.

Many freelancers work outside on their computer when the weather permits. The sun is used as their light source. It might not sound like much, but over the period of a year, the use of this free light source will save your company hundreds of dollars on your energy bill.

Many freelancers are looking for the fastest way to double their earnings in the shortest amount of time. The easiest way to accomplish this is for the freelancer to keep their day jobs. If this route is not preferred, then an increase in your workload is needed. Many freelance artists have found that joining a freelance network is helpful in obtaining new clients. One of the newest and promising sites is Globfreelance. Their bidding process allows for the clients to obtain the lowest possible price for their projects. The advantage to the freelancers is the escrow account payment system. This guaranteed payment system ensures you will be paid for your work.

Getting paid for your work is one of the more difficult parts of being a freelancer. Knowing which projects to accept and from whom, can be challenging. No one wants to work for free, but it does happen. Most companies like to receive the outsource work before paying the bill. With the nature of online business, this is not advisable. There are many unscrupulous characters that will promise a payment but then disappear, never to be heard from again once they receive what they want.

The payment process most freelancers utilize is half up front and the balance at the project's completion. This guarantees the freelance artist at least a partial payment for the work and time they put in on a project. In many instances, the clients will pay in full upfront because of the cost associated with sending a payment. When this is done, never misuse this trust. Always finish the project on time, every time. This will keep the client happy and come back for more work when they need it.

The best way to double your earnings as a freelance artist is to get paid for all the projects you complete. It might sound funny, but with a solid payment process as part of your business plan, your freelancing business will have the opportunity to flourish.

2.7 Advantages of Bidding on Globfreelance

The new world wide global freelance portal is Globfreelance. This new site was launched this year by an international team of experts with a social conscience mission in mind. This mission is to help bring together experts from around the world with those needed projects accomplished in the most cost effective manner.

Freelancing is done for many reasons. Some do it for extra income, while others have been laid off, or have gone full time as freelancers. The reason you have decided to take this lucrative path is yours, but the biggest obstacle is finding those that need your services. This is where Globfreelance can come into the picture. This site has provided a safe and easy to use forum for freelancers and buyers of service to connect.

When a freelance expert places a bid on a project, their name is highlighted on the home page of the site for all to see. Not only will the buyer whose project you bid on know you are interested, but so will every other buyer that visits the site. This has generated interest for some experts on the site. The ease of this system was formatted so that project notices in a freelancer's expertise area are sent by email. The details can be viewed at any time, day or night.

Once a bid is accepted by a buyer, the process of the transfer of work is discussed directly between the two parties and the payment is placed in an escrow account. This is the safest manner for both parties. Once the project is completed to the buyer's satisfaction, the funds are released to the freelancer. This limits the chance of work not being done to a satisfactory level for the buyer and by the funds being in an escrow account, the freelance artist knows the buyer has the money.

With each job that is completed, the site encourages feedback by both parties. The more you accomplish in a professional manner, the higher your ratings will be. This will show others that visit the site some insights to those members. For the freelancer, they should comment on the buyers on their promptness to pay, how clearly the project was described, and how easy they were to work with. From buyers, they should comment on the quality of the work that was completed, the timeliness of the delivery of the work, and how cooperative the freelancer was to your needs and wishes.

One of the best things about bidding on Globfreelance is that when any bid is made, it is done on a project that you know and will be awarded by that person who wants this work done. This is not a place where you would ever have to experience a cold call, just hoping the recipients want your services. These projects are posted because the work needs to be accomplished by an expert freelancer.

When bidding, look at the project description. Some say cost matters while others do not. On this site, not all of the projects are awarded to the lowest bidder. Many buyers have been persuaded by the comments that are placed along with the bid. Freelancers should utilize this opportunity to sell their services and expertise.

Placing a bid is the only way to be awarded a project. By visiting Globfreelance today, you can experience the difference posting a bid in a professional site can offer.

2.8 How to Land a Job on Globfreelance

Knowing how to land a job on Globfreelance is just like any other employment opportunity. This is by being a professional freelance artist that keeps your word and always supplies quality work.

The buyers on this site are not stupid. They are here because they know what they want and have not been able to find it anywhere else. They also have the funds to pay for quality work, which is a requirement of this site. All work that is submitted for payment must be quality. A buyer will only award projects to freelance artist that are consistently producing quality work. If you do not have the time to produce a quality product, then do not bid on the project.

The best way to land an award for a project is to present yourself properly. This site provides a place for a publicly viewed profile for each expert. This includes a picture, a description of your skills, and how you acquired them. A short description of your educational background is also recommended. While some freelancers are working in fields other than what they studied in college, many have stayed in their chosen field. Immaterial on how you got there, describe your path of how you obtained your expertise.

This site offers the freelancing experts an option in their profile that no other site permits, a downloadable portfolio. This is a place you can really help sell yourself. A power point presentation can go into specific areas you wish the buyers to know about yourself. If you are a graphics freelance artist, this is a place you can exhibit your craft. Show the buyers why you are the right freelancer for the job and why your freelancing work is a quality product.

Your profile and portfolio is a static representation of an interview for all prospective buyers. These are the most highly viewed pages on the sites. Take it for granted that if you place a bid on a project, the buyer is going to view your profile. This is the place in the bidding process, along with the comment section, that you can set yourself apart from the competition. Facts and figures must be a part of this. If your portfolio and profile is

all fluff, the buyers will notice it. They are looking for quality freelance work to be delivered on time every time.

When posting your bid for work, use the comment section to its fullest potential. Many freelancers are just placing "I can do the work" or "I can help u". The buyer knows this; they assume you can do the work because you posted a bid on it. Rather, explain why you are the right one for the job. Also, do not use the abbreviations for words used in text messaging. This is not texting; it is an opportunity to sell your professional writing skills. Use complete words and check for spelling. This is what your work is about. Leave the texting jargons in your cell phone.

Being a freelancer is a profession. Act like a professional and you will have a better chance at landing a project on Globfreelance

2.9 How to follow up with a client as a freelancer

Following up with a client after a project is completed is something most freelancers forget to do. The importance of this step in the freelance business not clearly defined, but the purpose is. Its purpose is to solicit more work.

One way to have a legitimate reason for contacting a client at the end of a project is to give them a written record of what was completed. Some use a written page that summarizes the work with all the necessary data. When a project has multiple parts, a spread sheet can be used with date of completion of each part along with the associated costs. The date it was paid and the total amount paid is what most will be looking for. This is generally used to keep track of expenses for tax purposes.

With the ever expanding use of the internet, phone calls have seen their importance diminish. For many clients that are familiar with the internet the use of chat rooms like Skype and the other different instant messaging service, this is a free phone call. As a freelance artist, let the choice of which medium of communication be the clients whether by text or audio. Never just call them up, first send a text message with a note like "just touching bases to see if you have any need for my services". It is a way to get your name back in their mind. This does not always work, but sometimes it does.

An email on the same subject matter as the instant message can also be used. This is usually the medium for those clients that do not use IM services. The advantage of this over IM is that there will be a permanent record of your communication. Even if they do not respond immediately, they could just leave it in their mailbox as a reminder to contact you when they need your freelancing services. This again is a way to keep you and what you have done for them as a freelancer, fresh in their minds.

This is the main purpose why freelancers should do follow up with clients, to keep you and your freelancing services fresh in the minds of your clients. The best time to do this is a couple of days after you have been paid for services rendered. Then if you get no response, then another message should be sent in about 2 weeks. If you send to many

messages, too often it will be seen as harassment and your intent to solicit work will have a negative effect.

Use any means to communicate with your client that your client is most comfortable with. Since most freelancers do their work for a minimal price, the offer of a sale or discount price is not generally done, but it is an option if you really need the work. Make sure you do not sound desperate. If your client responds with a message that they will contact you soon, wait for the response. If nothing materializes in 3 to 4 weeks a friendly reminder might be in order. Just use the same medium they used to communicate.

Freelancers that do follow ups with clients are perceived as professionals, if done correctly.

2.10 Proven Tips to Landing a Job as a Freelancer

Being the best in your field has no value if no one knows who you are. Freelancers that advertise their services and abilities have a greater chance of finding work than those that just hope someone will contact them.

Many successful freelancers use the social networks to inform the public about what they are capable of doing. This is the modern form of networking. Going to parties and gathers to mingle with prospective clients is still effective, but with the market place encompassing the world, it is not always economically feasible. This is why the internet is the best platform for freelancers to launch their freelancing careers.

Another known and proven way of landing projects is to be a member of a site that connects freelancers with prospective clients like Globfreelance. On this site there is a wide variety of freelancers from many different disciplines. To set yourself apart on a site like this, all available tools of the site must be used. Under each freelance profile there is ample space for a freelancer to showcase their talents. The more descriptive you are the better chances of being hired. Many freelancers only utilize 25% of the possible tools to their fullest. Short descriptions about yourself and your abilities are not very informative. Be descriptive and informative.

The portfolio is a portion of this site that is almost totally ignored. This is a major loss to all freelancers that are members. This is the place where a PowerPoint presentation can be downloaded and examples of your work. Most prospective clients want to see what you have done in the past. This provides the place and opportunity for this to occur without having to be asked for it.

Owning a website does have its costs, but also is very beneficial. By having a place on the internet that you can showcase all of your talents, prospective clients can browse at their leisure to see what you are about. This is a place where you can be personal and let others see you as a person. Familiarity is the best way to make clients comfortable with you. The more they know about you, the better chances they will pick you as their freelancer rather than someone with just a short description from an employment site.

When responding to an inquiry about a project, be descriptive. Many freelancers just reply with, "I can do that for you" or "I can help you". What was left out is why you can help them and how you will tackle their project. An inquiry is called a "warm call" were the recipient is looking to spend money and has shown interest in your work. Sell yourself. Thank them for the inquiry and explain how you can accomplish their project. Be descriptive and precise. 150 words should be sufficient. If it is too long, you may appear to be desperate.

You can also advertise yourself on the internet by writing articles about yourself and your services. Remember you are a business. Use the same tactics other business use to attract clients. Content articles with posted links back to your site will help your SERP's for your home site. The more visible you are the great chance of landing a project as a freelancer.

Freelancing is a business, treat it like one.

2.11 Estimating a fair price for your freelance work

Knowing what your freelancing work is worth is a sign that you are an experienced freelance artist. Many freelancers have been doing their art for some time and can draw off of past projects to know what is fair and what price will get you a project. Sometimes the two conflict with each other.

On all of the freelance employment sites like Globfreelance, not every buyer knows exactly what they want or how long it will take. This is where your experience plays an important part of the bidding process.

When a buyer advertises a project with very few specifics, send them a message and ask for more clarification. The mechanism to do this is provided in the site on globfreelance. They will never know your email address just like you will not know theirs. The advantage of not bidding but asking for more information is that the buyer is now aware that you are interested in the project and are experienced enough to ask questions so your price or bid will be fair.

Do not make the mistake of bidding to low as many freelancers are currently doing. There was one project that was posted for 8 articles at \$5 apiece. One of the bids made was that they would do the project for a total of \$5. This makes the total payment for these unique articles in the realm of pricing for PLR articles. This is unrealistic; the buyer knew this and rejected the lowest bid.

When bidding on a project always remember you will have to provide quality work for the price you bid. If you are hesitant or think the price is too low and it will affect the quality of your work, do not make the bid. Your reputation as a freelance artist is at stake with each project you take on. If you produce low quality work at a rock bottom price,

you will not receive much if any more work. This site has a system in place that gives all members insight to the kind of person you are and the quality of your work. Low quality work will receive the faster response that will have a negative impact on your reputation.

If you are new to freelancing and unsure what to bid, look at what was bid on in similar projects. Look at the range that has been listed. This can give you a clue to what is reasonable. Usually the minimum should be at or near \$25. If you go below this, your work will be suspect along with your experience.

Many new freelancers forget they have experience. The work you did in college and the time it took you to complete a project there can be a reference for how long the project you are bidding on will take. Use all the knowledge you possess to your advantage.

If you are still unsure, send a message and ask questions about the specifics of the project. It never hurts to ask and will show you are a professional freelance artist when you do.

Chapter 3 Successful Outsourcing Tips

3.1 How Can You Outsource Your Project

It is a well know fact that completion keeps prices in check. The greater the competition, the lower the price of goods and services will be. The management behind Globfreelance knows this and is the reason for the way their site was structured.

The bidding process for projects on this site are the same as most bidding on municipal projects around the world. A project is a need being fielded out by a provider. This project is then submitted to Globfreelance with a complete description of the project and all the other necessary information that is needed for the experts to judge. This description should include the type of work that is needed to be done, the budget that has been set aside for the specific project, and the time frame when the project should be completed. The provider also has to decide if the bidding is to be an open bidding or closed bidding. The open bidding is when all bidding experts see what other experts are willing to do for the work. The closed bidding is when only the provider knows what each expert's bid is.

Bids are submitted by registered experts on specific projects. This is after the experts evaluate the work that needs to be completed, the compensation for the project, and the allotted time for its completion. Once a bid is submitted, the information is passed on to the provider. The allotted time for bidding is chosen by the provider, and can only be closed by the provider. Once the bidding is over, the provider will choose from the experts that have submitted a bid. If no bid is acceptable, the provider can reopen the bidding.

The cost effectiveness of bidding on a project is a well established means of obtaining the lowest possible price for a project. In the construction industry where bidding for a project is common, some contractors have been known to underbid other project bidders to win the project and then ask for budget increases during the project. This practice is strictly forbidden in the terms of the agreement that all experts agree to upon registering for the site. This way, once a bid is accepted by a provider, it will be the final cost of the project.

When listing a project on Globfreelance, the budget has to be disclosed along with information whether it is a fixed price or variable hourly commission. Since most hourly commissions are associated with long term projects, a small fixed price is recommended on individual projects. There is no cost to place a project on this website. This makes it economical to place each needed project as individual items.

As a free member you are allowed to make several postings. If more postings are required, there is a low-cost Gold Membership that has unlimited postings. This cost is only \$20 a month

3.2 Why Outsourcing on Globfreelance is Cost Effective for Your Business

How can you outsource your project and hire a reliable freelance artist? The newest and best answer is by looking at the talented group of professionals that have joined Globfreelance at globfreelance.com.

A variety of providers that specialize in their respective fields of expertise can be found in this site. Freelance artists found in this site include writers, photographers, graphic designers, and almost a hundred other specialties.

One needs to sign up to be able to utilize this service. The process starts with the submission of an active email account. A message from Globfreelance will be sent to the given email address to confirm that the new account is active. Included in the confirmation and verification email will be a confirmation code with instructions for activation and the URL link to proceed with the activation. From there, the registration can be completed with the acceptance of the user terms and conditions of the website. As part of the registration process, there is a place for a short description of the provider or the company they represent. The company logo or a picture can accompany this profile, if preferred.

After registration, a job order can then be posted with the list of vital information about the project. This is when the bidding process begins by the onsite experts. All the entities that bid on the project are registered users and have active accounts. The bids by the experts can be for public viewing or private. The public viewing makes it possible for each expert to know what their competitors have bid. This could develop a bidding war where the provider can receive the lowest possible price for the project they have posted.

The private bidding is preferred by those that want a more realistic price of what the expert thinks of their work and services. Once a bid is accepted by the provider, the work can commence.

The payment for services is conducted in the safest possible manner with the use of an escrow account that is managed by Globfreelance. This escrow account is controlled by the provider and can only be canceled by them. Once the project is completed, the provider has the time to review the work before payment is made. This is to properly review the work and make sure it is what you want and the quality that you need. If the work is satisfactory and payment is to be made at that time, it is then sent to the expert.

If a disagreement or discrepancy occurs between the provider and the expert, there is a resolution process that both parties have agreed to upon registration. It is encouraged that both parties discuss the problem and attempt to work out their differences. If that does not resolve the dispute, then Globfreelance will make a determination after the logs of communication are reviewed.

With projects that are completed, the users are encouraged to give feedback that will be posted. This system is to help give other users an insight to the experts and providers. This feedback process has two parts. There are written comments and a 10-point grading system. The 10-point grading system is how the top providers and experts are then ranked on the site.

3. 3 Facts About Getting the Higher Profit From Your Small Business

Facts about getting the higher profit from your small business are pretty basic. The higher your prices are above the product cost, the greater the profits will be but also the fewer sales. This is a carefully walked tightrope. For the most part, the market will dictate the price you will be able to sell your product or services. In the beginning, the lower price is what will attract new customers. Customers are willing to try out a new vendor if the price is right. This avenue of marketing will lead to lower profit per item, but will make up in the volume you will be selling.

Since most prices are dictated by what people are willing to spend on a product, or in other terms called market value, the way to maximize profits is to lower your company's costs. These costs come in two forms, fixed and variable. The fixed costs are set and must be paid like rent, raw material per unit costs, shipping of your product and receiving of the raw materials, utility bills, and payroll. These may vary a little but they are bills that will have to be paid every month and will not change significantly from month to month. This is where a lot of internet business keeps their overhead low. The office is in the home, the storage is on a storage facility or garage. This way the costs are reduced to maximize profits. The more sales your company has, the less of an impact the fixed cost will have on your operation. Long term energy saving devices will pay for themselves in time and then, all the savings will be applied to your profits.

Variable prices are where a good number of small businesses get into a fix. These include expansion plans which have led to becoming overextending. Planning for the future is important, but should be within your means to do so. As sales increase, so do the number of raw material units that are needed. This is a good variable cost and is one that all businesses wish they had.

Marketing of your product is necessary to gain exposure about you and your product on the market place. Not all marketing strategies work for every type of product. A good marketing strategy will bring in more business than it costs. If yours is not doing this after 3 to 6 months, a new strategy should be found.

A solid business plan incorporates all of these different parts of the business into one smooth operation. This plan will incorporate improvement on the product, a cost effective marketing strategy, maintenance plans on equipment to keep them in operating condition, and scheduled audits on the different parts of your system to ensure that maximum efficiency is always maintained. The last one is the way that could save the small and large business the most. By constantly monitoring the different systems of your business plan for efficiency, cost cutting methods can be found easier and implemented in a timelier fashion.

The facts about getting the higher profit from your small business are about solid business plans that are religiously followed

3.4 How to Find Skilled Professionals to Get the Job Done

Knowing where to locate expert freelance professionals has been a challenge in the past. Many companies know that to save money they need to outsource what they can. The main problem was finding freelancers that do a professional job consistently.

The premise behind Globfreelance was to solve this dilemma. This site provides a platform for employers to find reliable freelancers for the work they are looking to outsource. With free registration for both the providers and buyers, each can explore the site with no financial restrictions. This fact alone sets this site apart from most other employment sites. The creators of this site did this intentionally. They know the problems most employers are having in trying to find responsible professionals because they, too, are looking for expert freelancers. They set up this site in the way and format that they themselves were looking for on the internet, but could not find.

The bidding process is one of the features that have not been properly used in other sites, if at all. This provides the experts to only go as low as they are willing to work. At the same time, it provides the buyers the greatest chance to cut cost by producing the lowest possible price on the work they wish to get accomplished. With low prices, there will be more in the budgets in terms of work that need to be accomplished by the freelancers. This type of thinking spreads more work around. It also provides the employers who are outsourcing the best deal on accomplishing their goal of obtaining great quality work at the lowest possible price.

The payment process is another rare feature of this site. Globfreelance uses a third party escrow account system. This is the safest and most secure way to handle any transaction. By only using known established providers of their type of revenue transfer, the account numbers are kept secure at all times. At no time does the owner of the site Globfreelance know any account numbers. This way, there is no chance of them being accidentally disclosed or stolen. The server where all financial transactions are occurring have the latest technology on web security that is available.

The escrow system also allows the buyer to control their account more effectively. Payment is not issued until they are satisfied with the work that has been received. No longer do companies that are outsourcing work need to make a payment and hope the work is not only done, but done satisfactorily. This system only pays the freelancer once the buyer is happy and releases the funds.

If you are looking to outsource your work to a freelancer, Globfreelance provides the safest and most reliable way to find professional freelancers at the lowest possible price.

3.5 Facts about Outsourcing and Outsourced Freelancers

When your company has decided to outsource work to a freelancer, you should know the facts that are involved with this procedure.

Outsourcing is a term when a company looks for work to be completed by someone other than one of their current employees. The reasons that motivate this type of business transaction are expertise and cost.

There are instances when a project needs to be completed and no one in the company can fulfill the necessary requirements that are needed to make sure the task is completed correctly and on time. This is when an individual with the necessary expertise and years of experience is sought out. Some companies look to other companies at this time to assist them with their venture. This is very expensive and only the company can be chosen, not the individual that will actually perform the needed task.

When you decide to hire a freelancer, that person's qualifications can be analyzed to see if they are qualified. This is the best way to find the right person for the job. You will know their training, educational background, and experience before you decide to hire them. Most companies look at several different freelance artists before deciding on who fits the needed profile best. The difference between employing a freelancer from a full time employee is that this is contract work. No need to give them a place in the office. This is a preset project for a preset amount of financial payment. No long term plans or commitment need to be made.

That leads to the second part of the advantages of hiring a freelancer, cost. Freelancers are contract workers. They do a specific job for a set amount of money. The company does not have to contribute any funds to the federal government on their behalf. This

cost-saving measure includes no unemployment insurance premiums, federal taxes, state taxes, health benefits, or retirement benefits. All of those payments are waved when outsourcing work. This cost-savings is then added to the profits of your company.

It is true that there are some companies that outsource a large portion of work to other companies. This involves contracts and agreements set in writing. Usually, lawyers are involved which sends the cost higher, but the same taxes and benefit costs are saved.

When looking to outsource work, many companies are having a difficult time finding qualified expert freelancers that fit their needs. This is why Globfreelance at globfreelance.com was created. This is a fast, easy, and cost effective site that connects companies looking to outsource work and the expert freelancers that will do the work. A company representative can register on this site free of charge and view the profiles of the available freelancers. There is no cost associated or obligation with this. By registering, you will have the opportunity to have access to any expert on the site.

Once you know the facts involving freelancers and the outsource work they accomplish, you will appreciate the opportunity that Globfreelance has to offer.

3. 6 The Benefits of Outsourcing Worldwide

There are many benefits to outsourcing your business needs to the world market place. The most common benefit is the cost savings. An example of this is when Nike moved a majority of its manufacturing to third world countries like India, China, and Bangladesh. With a low cost of labor in these countries, the profits of Nike went up.

Ever since the Y2K scare at the turn of the century, more and more companies outsource their IT needs overseas. For smaller companies with small needs, a freelance IT worker can handle the load, while larger companies have enlisted the help of BPOs in countries like India and the Philippines.

Because of this need for low cost and to help protect themselves from computer failure scares, many companies have searched and found freelancers around the world to help with their IT business needs. An unforeseen benefit came when a country or part of the world had their internet connection cut off. There were still freelancers in other parts of the world that were still available. This happened a few years ago when an underwater cable was broken. This happened in the Middle East 2 years ago. Three cables were broken in 3 days. Then again, it happened in Cape Verde just this last December which disrupted telephone and internet connections for 15 days. Freelancers from other parts of the world filled in the needs of companies that were relying on these places.

By outsourcing your work to freelancers, you company will have the benefit of decentralizing their operations. This way, no one event whether natural or manmade will cut you off from the rest of the world. There will always be a connection.

The cost benefits go deeper than just having to pay these freelancers less. They are already trained experts. This cost reduction in mandatory OSHA training of employees, loss of man hours due to sick leave and or maternity leave, and administration cost of managing their benefits and vacations can add up to considerable savings.

Freelancers know that they will only be judged by what type of work they produce. For this reason, the best work in the world is produced by freelance artist. They know they are only as good as their last project that was completed properly. This constant strive to provide high quality work on a consistent basis is a huge benefit to the companies that have outsourced their work.

When you have decided to outsource your work to freelancing professionals, you get to choose who is going to perform which task. There is no politics or in-office squabbling, just assignments made and work completed. Only you as the outsource manager of your company will know the different freelance workers you have employed. The freelancers will usually know there are others, but not know exactly who they are. This blind competition helps to maintain a high level of quality work.

By utilizing freelancing networks like Globfreelance, your company can save a considerable amount that will all be translated into higher profits. This is the future of business in the global economy.

3.7 How to Choose the Right Freelancer

You need to know how to choose the right freelancer before you list a job or task on Globfreelance.com. This way you, have a criteria already in place when the bid offers start to come in. The first thing to do is to create a list of what you need and expect from the freelancer. This should include educational requirements, length of time in the field of expertise, and number of jobs completed as a freelancer to start with. By knowing in advance what type of person you think will do the best job for you will save you time when reviewing the applicants.

Credibility is established through hard work and being reliable when it comes to the submitting of data or work for a number of clients. There should be a mechanism in place by the freelancer to prove they are a viable candidate. References from past clients are one of the best sources of this information. As a freelance writer, I have multiple references that have given permission to be contacted, if needed, by future clients. There are also numerous written endorsements on my website. If the freelancer cannot provide at least one reference, then they are either just beginning in the field or have not a satisfactory job with past clients. Be wary if this situation occurs.

A warning sign that the freelancer you are dealing with may not have integrity is if they disclose past work when it is requested. There are many freelance writers on the market that have produced thousands of articles that could be sent to a prospective client. But once an article is sent to a client and paid for, the writer no longer owns the article. If you receive numerous examples that have been previously published, then you have an example of what could happen to the work you pay for. Ask to see if the freelancer will

send past work. The right answer from the freelance artist is "NO, I cannot" or "the selection is severely limited". If the answer is yes and you are sent a large selection that would take considerable time to have created, then know this could happen to work you paid for. Is that something you would want to happen?

In a bid, look for avenues of communication. The internet is vast with multiple ways for clients and freelancer's to communicate. Multiple email address from different providers along with at least one or two instant message options should be present. With multiple ways of communication set up, the freelancer has given the impression that they can communicate even if a particular server is having problems.

When communicating with the freelancer, take note of how responsive they are to any communications. This should include how long it takes for a response and how accurately they answer the questions. Look to see that the response is written professionally and with respect.

Determining how to choose the right freelancer is not as risky as you might think. Following these guidelines will help increase the possibility of finding which freelance artist will do the job you need to get the job completed.

3.8 Why Selecting a Freelancer is Cost Effective and Beneficial

The reasons why selecting a freelancer is cost effective and beneficial are many. Most freelancers work out of their homes and because of this they have a lower overhead than a regular business. With less cost to maintain a business this way, they can provide their services at a low price. Quality of work is very important but for most companies looking to outsource different jobs, the saving of revenue is the top priority.

Taxes or the avoiding of taxes is another reason many companies are using freelancers. For the site Globfreelance.com, there are taxes for memberships for residents of Norway. For all other nationalities, there is no tax. The decision to report this expense is the choice of the company doing the outsourcing. There are some, for their own reasons, who do not report it.

When hiring a freelance worker, a company is dealing with an individual in most cases. This person has a personal stake in their performance and the quality of work that is produced. This leads to an extra effort towards the work being done correctly and on time. This is unlike hiring a company where the project is given to a person in the appropriate department. They only see their paycheck and no other benefit. Their boss will take the credit for good work or blame them for a poor performance. By hiring a freelance, there is direct contact with the person doing the work. They can work more than the standard 8 hours a day to get the job done. Many have been known to work all night just to complete a task on time. This cannot happen at most companies due to the fact that most places of business close at night. Since there is no direct benefit to the employee for going above and beyond the normal, most do not do it. This is something a

freelancer does on a regular basis. Do whatever it takes to get the job done on time and right every time.

When it comes to hiring a freelancer, the world is the market place. The computer age has opened the door to the world market which has given the third world nation citizens an advantage. Many in these developing countries have been highly educated in Europe and the United States but have chosen to return home. Since the cost of living is less there, they require less of an income to live on. This can be directly translated to services at a lower cost to those looking to hire a freelancer. With these low cost working on the market, the price of hiring a freelancer in almost every category has gone down. There are still some freelancers that are asking for above average prices for their work which is why most of them have little to no work.

The reason why selecting a freelancer is cost effective and beneficial is the lower cost and a more dedicated person doing the work or assigned task.

3.9 When the Freelancer is Not Right for Your Project After Being Hired

When the freelancer is not right for your project after being hired and a payment has been made causes a dilemma for some. Asking for a refund generally does not work but should be tried, as long as the complaint is about the work and is valid. A personality clash is not a reason to ask for a refund, but is justifiable not to continue working with the freelancer. Keep in mind, if a freelancer has produced work, they have already put in the time and deserve payment. Most have extremely low prices and cannot afford to work for free.

If the work is not satisfactory, then the people at Globefreelance.com should be notified. But this should be used as a last resort. Contacting the freelancer and discussing the problem should always be the first course of action. If you have chosen not to use the work that has been completed at all, then attempt to negotiate a settlement. Most freelancers do not want to lose clients and will work with their clients to come to an acceptable agreement.

I have known clients that have been very specific about what they want and the work has been delivered on time but the client has changed the specifications. They have rejected the completed work and asked for it to be redone for free. This is unacceptable behavior of a client. While it is true freelancers have very little overhead, they also have very limited resources. The redoing of work when you have changed your mind is not the fault of the freelancer. They cannot read the client's mind and are not responsible for this type of indecision.

Another option might be to ask them to work on another project. If they are not right for the project they have been hired and paid for, maybe they would be able to do acceptable work in another area for you. This way the funds that have already been allocated and spent are not a total loss. This can be figured out in the negotiations. Having an open line of communication can help resolve most problems that arise during the process of

completing a project. In many instances, a misunderstanding might be the cause of the problem or friction. Be patient and attempt to resolve the problem without assigning blame. Remember, if they already have your money and you are acquisitive with harsh criticism, they may just tell you "too bad!", and then you are out of the money that has been spent.

When an assignment is turned in and the work is not of the quality that the freelancer has promised, then the client has all the right to complain. In most cases, the freelance worker will listen to the complaint and make adjustments in the work or task to comply with the client's needs. This is what a professional freelance artist will do.

As the client with the resources to outsource, you should take a few simple precautions to help prevent hiring the wrong freelancer. Look at how payment is requested. If payment in full is asked before a project is even started, then proceed with caution. Most professional freelance writers only ask for a down payment and the balance upon completion. This is to protect the client, as well as the freelancer.

When the freelancer is not right for your project after being hired your options are limited to recover any payment that has been made. Negotiating in good faith without assigning blame will have the best possible outcome.

3.10 To Hire or Not to Hire a Freelancer, That is the Question

To hire or not to hire a freelancer, that is the question that many needing work done are asking themselves. The main reason a freelancer is hired is to save money on the overall budget of a project. If your only consideration is to save money, then by all means hire the best one you can find that is within your budget.

The other alternative is to hire a company to do the work. What most people fail to recognize is that small business with very few employees are freelancers with a company name. Most of these small businesses started out as a freelancer, but in time have grown and expanded their business. Many of these are still just one or two people running the business, but they have a legal name. Because of this, they have more expenses and charge a higher rate to compensate them for their work.

When considering the possibility of hiring a freelancer for your project, know what specific talents you will need. When in contact with a freelancer, ask them what they are good at or specialize in. these should be reviewed to see how close they come to fulfilling your needs. If in the beginning you state what you need there is a chance the freelance writer will claim they can provide it, even if it is not what they specialize in. This is very common amongst those looking for work without an established clientele. Some are even desperate for work enough to lie. Protect yourself and give out a very limited description at first. Ask the right questions that need answers to help you decide if this person you have been in contact with is right for your project.

Be realistic about your expectations on the work. If you are asking for something that companies have told you was impossible to deliver, be ready for this contingency from a freelancer. Many are willing to take on assignments other shy away from because they need the work. If your timetable is short, then the freelancer is the right route to take. Many work long hours just to get the tasks completed when they promise them. There are no set hours with an independent contractor. They have been known to accomplish what others say is impossible, by working late in the evenings just to get the job done.

There is no overtime pay for the freelancer, just contracts and deadlines. If you have decided to hire one, then make sure you get a firm agreement on what is to be done and for what price before any money is sent. The only time additional revenue should be sent is if you change the task that needs to be accomplished. If the freelancer you hired asks for more money after they have accepted the assignment and agreed to your terms, report them to the administrative department of Globfreelance.com. This is considered unprofessional and the administrative department will deal with this infraction of the agreement for being on the site.

To hire or not to hire a freelancer, that is the question and the answer is yes, if you wish to save money and at times get the impossible accomplished.

3.11 How to hire, manage and pay experts to do your work cost effectively

It is a well know fact that completion keeps prices in check. The greater the competition, the lower the price of goods and services will be. The management behind Globfreelance knows this and is the reason for the way their site was structured.

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The cost effectiveness of bidding on a project is a well established means of obtaining the lowest possible price for a project. In the construction industry where bidding for a project is common, some contractors have been known to underbid other project bidders to win the project and then ask for budget increases during the project. This practice is strictly forbidden in the terms of the agreement that all experts agree to upon registering for the site. This way, once a bid is accepted by a provider, it will be the final cost of the project.

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As a free member you are allowed to make several postings. If more postings are required, there is a low-cost Gold Membership that has unlimited postings. This cost is only \$20 a month.

3.12 Recognizing Problem Clients and Dealing With Disputes

Every freelancer that has been in business for any amount of time has had at least one problem client come into their realm. No matter what you do in your attempts to please them, they are never happy or satisfied. This is an unavoidable scenario for business that deals with numerous individuals from many different cultures.

The most common dispute originates between parties coming from different areas of the globe resulting in a clash of cultures. The sensitivity to a particular tone or view can be radically different and perceived in an unintentional way. An example here is a person from an Asian culture. Even if you know they are wrong and made a mistake, they cannot lose face in any part of a dispute. If they do, it is in their culture to be defensive and hostile with the fact becoming totally immaterial. Once they lose face, they have to regain it or the dispute cannot be resolved. By knowing this when a mistake is seen, instead of responding with "you are wrong" the approach has to be "would this work better". It is all about presentation and perspective.

A common indication that a client might be a problem is if from the beginning they are vague on what exactly they want or need. This can be because of many different reasons. The client might have problems expressing themselves verbally or they might just not know exactly what they want. Many freelancers have problems with this type of clients because the client themselves are confused. They might know where they wish to have the project end up like, but the starting point and the path to get there are unknown to them. These types of clients can be identified in the beginning when a freelancer notices

the project description is not very detailed. When further clarification is requested and the response does not address the issue, this is a major warning sign of a confused client. Handle these clients with care and guide them with caution by asking relevant probing questions. Rephrase your question until you get a clear response to the issue or by picking up key words from the response. Always verify what you understood to make sure you and the client are on the same page.

Then there is always the client that is never happy, no matter what you do. You know the type. They ask a freelancer for one thing. When that is delivered, they claim they asked for something else. When the changes are submitted, they are still not what the client is looking for. Some of these clients even refuse to pay for work they asked for. When you encounter a client like this, ask them which part of the job was satisfactory and which part is not - politely. Have them identify where or what part they are having a problem with. Corrections or adjustments to particular parts are acceptable to a certain degree. But if the client wants you to redo the whole thing is a totally different matter. It is also important to create a file for all correspondences for each client so you can refer to them and verify contents of correspondences, if needed.

Taking someone to court that is half way around the world will not happen. It is best to resolve any dispute or problem with polite sincerity. Remember, vague clients could be confused and need to be guided without it being obvious while some clients will never be happy. Do not dwell on it. Just move on and remember the warning signs that they sent in their communications to avoid this type of problem in the future.

3.13 How to Avoid Pitfalls in Your Project

When a company or individual decides to outsource work or a project that has to be completed, there are concerns about the quality of work, if it will be completed on time, and the budget by the freelance artist that is chosen. These are valid concerns that have to be considered when outsourcing a project.

For those that are outsourcing work for the first time, choosing the right freelance artist is a daunting task. To make this task easier and to obtain the best possible results, it is advisable not to limit your choices. This is why a global outsource network is the preferred medium by so many companies. The larger and more diverse the selection of freelancers you have to choose from, the better chances of finding that perfect fit.

One of the most common pitfalls that develop when a project is outsourced is for a company not to receive just what they wanted. This can be attributed to either the lack of or bad communication between the outsourcing agent and the freelancer. To help avoid this type of confusion, there are certain precautions that a company can take.

The first precaution is to know exactly what you need to be completed. Do not post a project to a global outsourcing site until every aspect of a project is known. Have the description done in detail along with the desired results. The more information and details

that a company can provide a freelance artist, the better the chances you will receive the complete project that you need and have asked for.

Time limitations can cause pitfalls. If you are unsure about a project and wait till the last moment to have it posted, this can cause problems for any freelancer. There are some who will accommodate your project, but the price will be higher. The old saying *“your lack of planning and foresight does not speed me up, but more money does.”* You must be realistic in the time table you give a freelancer. Rush jobs cost more because they would have to spend additional hours working on your project in an otherwise already full schedule. The more time you can give to have an outsourced project completed, the better chance it will be done on time at no added cost to your budget.

If you must have a project ready for implementation or to be presented at a meeting, set the time table for the outsource work to be completed at least a couple of days, if not a week, before this deadline. This will give you ample time to review the work and make any necessary adjustments, if needed.

A common misunderstanding between an outsourcing client and a freelancer is when the client makes changes to a project after the price has been set and work has begun. Even what you might perceive as a small change could drastically change the freelancer's approach to the project and the time table they have set on it to have it completed correctly and on schedule. Remember, yours may not be the only project they are working on. Do not make any changes unless you offer a financial incentive to accompany it, no matter how minor you think it is.

Know what you want, when you need it, and describe it in detail so the freelancer knows what is expected. These points along with good communications will help an outsourcing agent avoid pitfalls in a project and to receive what you need on time and well within your budget.

3.14 Outsourcing Tips about How to Optimize Your Return of Investment (ROI)

Your overall business strategy has several components. The two that will decide whether you will be a success or failure is your profit margin and return on investment. Outsourcing your projects can contribute to both of these in a positive way.

The return on investment is the tracking the proficiency of the revenue that is spent on advertising your product or services. Many traditional companies do this with a sales force that physically go to prospective clients and solicit. With the global market place, this is not always practical and is not economically feasible for the smaller entrepreneur. This is where a global outsource network can be used to find a freelance artist at the most cost effective price.

This can be done with two separate approaches. By hiring a freelance affiliate marketer for a set percentage of products or services sold by them, you can know in advance what

the cost will be. For the highly competitive products with numerous affiliates, the compensation could be as little as 2% to 15% of the price of the product. This can be acceptable if the product has a selling price of several hundred dollars. If your profit margin is 30% to 50% of the cost of the product, your return on investment can be as much as 48%. The leading advantage of using a freelance affiliate marketer for your outsource advertising is that they only receive payment results.

The other option is to run the campaign yourself. To do this, you would have to set up all the components of a campaign or outsource the different parts to freelancers. This would then be at a set price. With \$100 spent on 20 content articles and \$60 on having a VA post them on the social networks and article directories on a product that had a profit margin of \$50, then with the sales of less than 4 items, your money is recouped. Your return on investment would then be gauged by the total number of products sold over time. The greater number that is sold, the better your ROI will be.

Both of these options are available to companies that use a global outsource network to get their projects completed in a cost effective way. One or more freelance artist can be used in each step. The costs are kept at a minimal amount because of the bidding process. This process is most advantageous with the hiring of the right affiliate marketer. This is the best way to control your ROI. By allowing freelancers to bid, you will receive a range of prices. Look at their past performance to make sure they can deliver and do not always rely on the lowest price as the best option.

Your return on investment is a total amount of resources that are used to generate the revenue from the sales of your product or services. This not only includes the money spent but your time that you invested on the project. This is the true ROI value. Freelance artist can help reduce the time you spend on a project when it could be used in other areas that only you can do yourself. This is why outsourcing all the work you can is a cost efficient way of moving your business to the next level.

THE END