

Human Resources Leadership Guide

Talent Management

From
Information to
Understanding
and Action

In a Tight Labor Market... Employees and Freelancing Options

A Listening Opportunity

Is Freelancing An Option For Me? I Understand It's Popular. Some Of My Colleagues Who Were Retrenched Or Left Work To Start A Family Are Doing It? Smart Employers Know the Options, Manage Caregiver Decision Making.

IS FREELANCING FOR ME?

As a freelancer you are self-employed.

You offer your services to clients – often more than one at a time.

These services are offered on a project basis, to organizations of all sizes, but can also be offered to individual clients.

It usually means working from home, generally in isolation from others, but can mean that you decide when you work. This may be a deciding factor for Employee-Caregivers who may face an uncertain daily schedule that mean being on-call 24/7.

There is more to freelancing than this – so read on!

- Management consultants such as organization change specialists, strategic and business planners and training specialists.
- The opportunities are wide-open.

HOW DO I DECIDE WHAT SERVICES TO OFFER?

Ask yourself:

- "What am I good at – that I love doing?" You may come up with several options. This is an advantage
- "Is there a demand for these skills or services?" Do your research of freelancer website to help answer this question
- "Will organizations or individuals pay for these services?"

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HOW DO I GET STARTED?

There are many websites for freelancers. Each walks you through the process to get registered and underway.

As a starting point, maybe visit popular sites like:

- Freelancer.com
- Fiverr.com
- Upwork.com

Each has its own focus and you may have to visit several before you find a good fit.

Each requires that you create a profile, specify exactly what services you offer and what fees you will charge. Then you are underway.

- personality or organization or payment approach, you can move on without any drama.
- Work Wherever You Want – Perfect for the Caregiver who needs to be around the house most of the time... But you can also easily escape to the coffee shop or library, or a network hub or serviced office.
- You Have the Best Boss – You are in control and make the decisions. With that comes the responsibility of living with your decisions.
- You Set Your Fees – This is a challenge at times until you get a feel for the market. Maybe you will accept lower fees for more work. At least until you build your reputation.

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and you need some experience on the site before you figure out how to use it effectively.

- You Are Responsible for Your Own Benefits and Tax Arrangements – As a Caregiver you may need to consider this carefully. Health benefits are expensive. And running your own organization starting your own freelance organization means you no longer have paid sick days or vacation time. You have to finance all of this yourself. You still need an accountant.

So its plusses and minuses... maybe it will work just fine for you, or maybe it's a temporary solution until you get the Caregiving situation under control.

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YOUR CAREWISE™ PLANNING CHECKLIST

Begin your freelancing journey by answering these questions.

We then recommend that you discuss your responses with the important people in your life. This is a big decision and these discussions will give you insights about yourself and your plans that maybe you haven't considered. It is also important for your relationships to bring these people along on the journey with you.

THE QUESTION	YOUR ACTION
1. Why are you considering freelancing?	<ul style="list-style-type: none">■ You will be asked this question.■ Of course, it must fit with your Caregiver responsibilities and this is a primary consideration. But you also need to consider the plusses and minuses that we mentioned earlier■ Imagine you are talking to your partner...■ Write a one paragraph explanation■ Write it as you would say it

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ACTION	COMMENTS
	<ul style="list-style-type: none"> ■ You will need reserve funds for maybe 3-6 months to get started and have the revenue flow ■ You must have a supportive partner or the pressure at home will become very difficult for everyone ■ Do more talking with your partner... make joint decisions.
3. What are your commercial options?	<ul style="list-style-type: none"> ■ What are you really good at that is in demand by employers – and that you love doing? ■ Make a list e.g. Sales, Marketing, Customer service, HR services, Business strategy, Problem solving, IT, Project management, Design, Advertising, Research, Professional document writing, coaching, accounting, legal services...
	<ul style="list-style-type: none"> ■ Do your research – but be realistic... You need examples of your work to show potential clients... and it must be your work! ■ BTW It is a big plus to have excellent performance reviews, relevant work examples and/or feedback you can share with clients ■ Now have the discussion again and listen carefully to their responses – The journey continues

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IT ALL STARTS WITH INFORMATION

At CareWise Solutions we encourage you to do your homework so that your decisions are made on a foundation of facts, research and experience.

We recommend you also see our expanding range of Action Sheets, other resources and our Course for Employers and Employee-Caregivers.

For example, as a follow-up to this Action Sheet you might like to check out Action Sheet: What About Freelancing? and Action Sheet: Maybe it's Time to Update Your Soft Skills Capability?

Want to get the starting point?

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