

GET THE JOB

Ready to Go Freelance?

The Great Resignation has made being your own boss a fast-growing trend

Deciding whether to take the plunge may come down to the kind of relationship you want from a job.

Companies love freelancers because they don't require the long-term investments of a salary or health insurance. Freelancers value the flexibility and excitement that comes with an ever-changing cycle of assignments and work environments.

But is it right for you?

A GROWING TREND

The lockdown era sparked a huge influx of freelancers, after people shifted from office work to hybrid or working-from-home models. Many decided never to return to the old grind, leading to a mass exodus dubbed the Great Resignation. The ones who chose to freelance entered a field of growing interest and respect. As employee engagement plummeted, either because of declining leadership trust or an unwillingness to return to the five-day-a-week status quo, freelancing became a great way to take control of your career again.



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THE CHALLENGES

Being your own boss sounds intriguing, but in reality, freelancing often involves working for many, many bosses. Some think freelancing means setting your own hours, too. While it's true that you won't be expected to be sitting behind a mahogany desk from 9-5, this kind of employment could require work during unconventional

timeframes that might not fit your lifestyle. There's also the uncertainty of how much you'll make month over month, since assignments can sometimes dry up – leaving you in an uncertain financial place that you wouldn't be in with a more stable regular income. Your ability to accommodate these obstacles will determine, in no small way, whether freelancing

is right for you.

GETTING STARTED

When you begin a freelancing career, or even work to expand your freelance base, you'll follow some of the same pathways as a traditional applicant. There are resumes and sometimes even interviews. You'll also have to polish your "pitch," which is how you sell

your wares as a freelancer — be that with a story, product or service idea. Freelancers may be independent contractors, consultants or even personal business owners. All of them require specializations, just as typical employment positions do. The difference is that you work for a specified period of time, and can then choose to move on or continue.