

GET THE JOB

Is Freelancing Right For You?

Frustrated with your current job? Become your own boss.

Freelancing offers a number of perks that everyday employment can't, beginning with the opportunity to make your own schedule. Becoming an on-demand worker also allows you to dabble in a variety of things, rather than focusing in on one particular job or career path.

A GROWING FIELD

The number of people working from home soared as pandemic-related restrictions were put in place. That gave many people a glimpse of the freedom and flexibility that on-demand workers have long enjoyed.

Freelancers remain in high demand. They quickly introduce specialized skills to a workforce, and can be hired faster since employers avoid the lengthy interview process involved with hiring full-time personnel. At the same time, freelancers gain valuable experience in a variety of work situations. On-demand workers enjoy broadly expanded networking opportunities, while working on a much more personalized schedule. They don't get stuck in a work-related rut either.



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GETTING STARTED
On-demand work requires

an online presence, since you won't be taking part in a traditional interview process or typically even work at a job

site. You'll need to provide a comprehensive landing spot for prospective employers to learn more about your job history, special skills, and work product. Your portfolio can be posted on professional job sites like LinkedIn, or consider launching a personal site. Accept that you might have to take low-paying gigs to begin with, since you're just getting started. Follow prospective companies on social media, in order to learn more about the kind of employee they're interested in. Consider tailoring some of your early pursuits toward the kind of jobs that they're already offering.

MAKING YOUR PITCH TARGETED AND SHORT

Make an honest assessment of your particular experience and skillset before applying for a freelance gig. Casting a net that's too wide will only lead to unhappy clients. Hiring managers who are looking for freelance help typically need to fill the jobs quickly, so your pitch needs to be targeted, short and sweet. Make it easy for them to skim through your query to find key points, and provide a link to your online portfolio to find out more. And don't forget to craft every pitch for each unique opportunity. Generic queries will often be ignored.