

How to Effectively Hire Freelancers

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Why freelancer and how to hire?

Freelancers' services are efficient, more fulfilling and of good quality, though it is not always obvious that hiring any freelancer will produce the same quality of your project and this is what leaves us with the question, what are the steps needed to efficiently hire a freelancer? First, let us talk of the benefits of hiring a freelancer for your company. Freelancers are cheap to hire than hiring a temporary or a permanent employee, this is because they are not entitled to employees' benefits like pensions, medical or education. Another reason is that, great article writers will produce marketing articles and directories that inform and as well attract many readers into your site. They create a strong and stable keyword with good count that conveys your brand to the clients.



There are many platforms where these freelancers are readily available. Many sites nowadays have come up with an outsourcing platform where they connect freelancers and the potential clients. The leading one is [freelancer.com](https://www.freelancer.com). The project owners (employers) post their project on the website and then give room to qualified interested freelancers to bid on the project. Afterwards, the employer then scrutinizes the bids and hires the bidder considered the best to handle the project. However, the problem arises on the scrutiny of the bidders for the employer to arrive at the best fit for the project. It is important that the selected

bidder be at a position to produce quality work within the time limit and never fail the employer in any way.

Below are some of the considerations and steps that employers can take on how to hire freelancers effectively.

1. Make an effective plan

First, make a plan of what you really want. As an employer, you should know the kind of service you need a freelancer to handle on your behalf, whether it is writing, administrative support, designing, programming or marketing. Determine the areas where you have hectic time in handling and be sure that a freelancer would be able to handle it effectively. Then figure out and write down a proper presentation and description of your project and the qualifications needed to handle the project. This would ensure a smooth ride in selecting qualified bidders and ensure you hire the best freelance effectively for your project.

2. How to choose the right freelancer



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Before giving out the project to any freelancer, the employer is bound to make contact to some of the potential bid winners to chat on how efficient they will be in delivering their service. Reliability is more crucial to ensuring a good result on the project and therefore, it is necessary for the freelancer to accept the terms and conditions of your project. This is

possible by communicating through the private or public message boards on the various freelancing sites. Experience is necessary in effective selection of a freelancer that would handle your project to your satisfaction. A freelancer who has been providing the

same kind of service in line with your project would be fit to handle your project. You will be confident that the selected freelancer will deliver, if he or she does not just meet the minimum requirement but also has extra awards on that field.

Freelancers do have ratings and feedback from their previous employers. Just like in the typical employment scenes, earning a good reputation is just anybody's Tom, Dick and Hurry, freelancing also has some hard lines on earning the same. Good ratings and feedback will assure one of good workmanship and quality job. A freelancer who delivers in time, follows instructions and produces a good quality of his/her work would be the most favorable to hire. However, caution must be taken here to note that not all those who have been in the freelance market for long do deliver. Those new in the site also are not new to freelancing and may have good reputation from other sites and private firms. Therefore, employers should never discriminate the new bidders with no feedback, as they may even be the best service deliverers. Overly, freelancers with good reputation and ratings should be on the top list as they are an assurance of good work.

A test or a sample request from the freelancer would be a good way of choosing an efficient freelancer. This will give you time to go through the samples of various bidders and select those that are in line with the quality you need. Afterwards, you will be confident with the chosen freelancer to deliver as per your standards of quality and within the time limits.

3. How to determine an effective and efficient rate for freelancer

To effectively hire a freelancer, the employer must provide the best rates for the freelancer handling the project. A good award will motivate the freelancer and will spur the best quality for your project. If for example your project is about writing, then a good rate of at least \$3 per 500 – 600 word would be appropriate, and for programming and designing projects then \$250 minimum would ensure a quality service delivery. Though this is at the employers' discretion, a higher amount would be best for you project given

that these are the basic minimum rates for the respective jobs. This also depends on the degree of focus needed to handle the project. More involving projects will of course call for higher awards not unless you want a sketch of the project as the result. Stating other benefits and awards apart from the pay on completion of the project would also be encouraging. An assurance of a long term and regular job will attract good freelancers who are always there to impress their employers with good quality and not those who are not sure of their services; it is indeed a good strategy on how to effectively hire freelancers.

4. Conducting research



Conducting a little research would be so enriching. You will never go through the trauma of how to efficiently select a freelancer from a list of hundreds of freelance bidders. The internet as earlier stated is the widest source of freelancers. You will be able to browse on different freelancers' profiles of different specializations; programmers,

designers, writers, data entry experts or even administrative support staff. You will then be able to select and make contact to some of them and eventually hire the most impressive freelancer. A physical research can also be a solution in effectively hiring freelancers. If in any case you have contact with any freelancing group or individual, would be of great help since you will be assured of reliability and this would also best fit for the confidential projects that are not supposed to be exposed so much. You can even ask you friends, family members and relatives if they have someone who greatly qualifies for your project.

Therefore, doing the project task is a job and selecting the task solver is another. The difference is, one is entitled to the employer while the other is for the freelancer. Making a mistake on the first step that of engaging a wrong freelancer will destroy everything and the business will be at a great loss. Many business owners have made previous mistakes of employing the wrong freelancers to handle their project before, but should not happen once you have learnt these techniques of how to effectively hire freelancers. Simple they are but crucial to you business success and growth.

Final tips: How to effectively hire freelancers

Finally, it is evident to all business owners how freelancers are great to work with, the benefits and efficiency they provide than the physical employees, it is therefore would be best for employers to create good links with some of the freelancers for a long term job to ensure efficiency, reliability and confidentiality on various freelancing career fields. Note that high bidders are not always a guarantee of the best quality of services and low bidders are not the worst either. Often the experienced are there to sell their reputation by charging the accepted freelancing market rates while the low bides are virtually new either to the site or in freelancing field and are there to earn their reputation if not desperately struggling to win their first job. Be on the look out and do not discriminate either because now you are fully equipped with knowledge on how to effectively hire any freelancer for your project.

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