



HIRING FREELANCERS

A quickstart guide to choosing and
managing a freelancer

RACHEL STEWART | 2020



COPPER HIVE CONSULTING

GETTING STARTED

Assess virtual culture

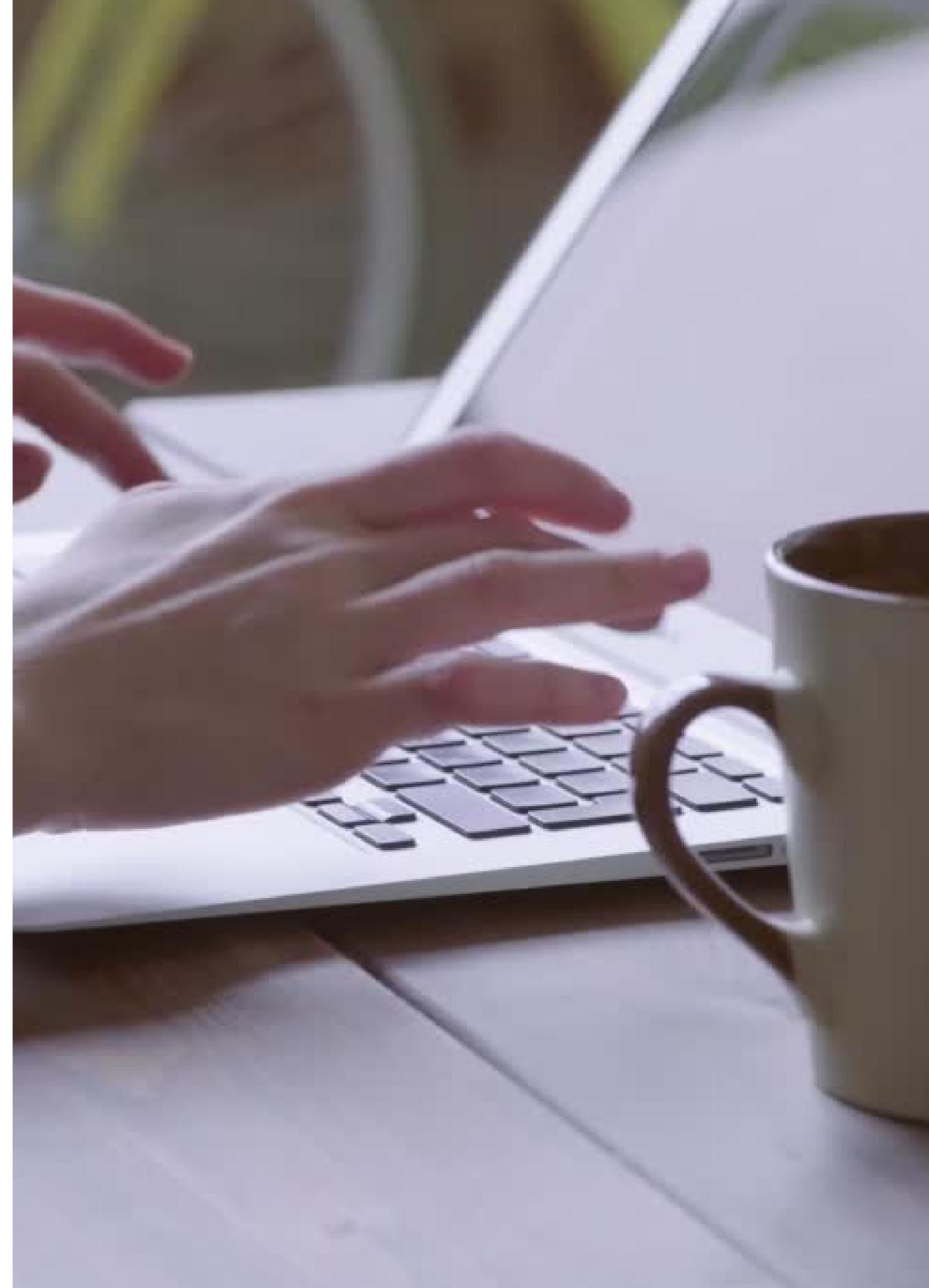
Are you ready for a contractor?

Interview & evaluate

What makes a good contractor?

Manage project-based teams

Can you handle it?



VIRTUAL CULTURE

How do you communicate?

- Which platforms do you prefer?
- Team vs. individual meetings?
- Type/text vs. video?
- Scheduled meetings or as needed?

Decision-making process:

- Who will your contractor need approval from?
- How long do approvals take?
- What channels of authority need to be understood by a contractor?

How organized is your filing system?

- Determine which platforms are used for various files and media.
- Who has access to add, delete, edit, etc?
- Are folders/files accessible to individuals or teams?

Where do you track deadlines?

- Spreadsheets
- Work Management System (WMS)
- What is the visibility level to teams and individuals?
- What is your system of accountability?

PROFILE ASSESSMENT

1 Origin

There are pros & cons to hiring domestic or international contractors. Decide what is appropriate for each project.

2 Bio Statement

You can tell a lot about a person from what and how they write. Look for (in)consistencies.

3 Projects

Look for themes and consistencies. This will most likely influence their work for you. Your project is unique, but each freelancer has a style.

4 Experience

How many projects have they completed? Are there reviews? Does it matter how much experience they have for your specific project?



INTERVIEW TIPS

Good questions

Be prepared with questions you may have for the freelancer about their experience or style. Pay equal attention to the questions they ask, if any. Listening is just as important as asking when choosing the right contractor for your project.

Next steps

Experienced freelancers often offer next steps to you in their proposal, letting you know what to expect if you choose to hire them. Look for guidance and proactiveness on their part.

Negotiating

Determine ahead of time if you know the exact price you're able to pay or if you have flexibility based on a freelancer's experience and offer. Some contractors have packages that will meet your needs and others are willing to adjust to your request. The size and scope of your project are important factors in determining if negotiating is an appropriate approach.

MANAGE THE PROJECT

1

Meetings

Meet at set intervals from the beginning (weekly, bi-weekly, etc.), whether you think there is anything important or not. There is ALWAYS a topic to discuss.

2

Clarity

Your freelancer is used to doing contract work and most respond well to feedback. Tell them what's working and what's not so they can meet your needs.

3

Accountability

Be sure you provide all the details needed to allow your contractor to stay on track. Request progress updates from your freelancer.

4

Assets

Some platforms have an agreement regarding asset ownership. You still may want to have your freelancer sign an agreement about asset ownership.



BENEFITS OF FREELANCERS

- **Specialists**
- **Limited-term commitment**
- **Scalable**
- **Reduce relational trauma**
- **Nimble budgeting**

NEXT STEPS TO ADD CONTRACT TEAM MEMBERS

1. **FREE** 30-min phone consultation
2. Package #1: 5-point organizational analysis + 2 phone/video calls (\$350)
3. Package #2: 10-point organizational analysis + 2 phone/video calls + 1 30-day follow up call (\$625)