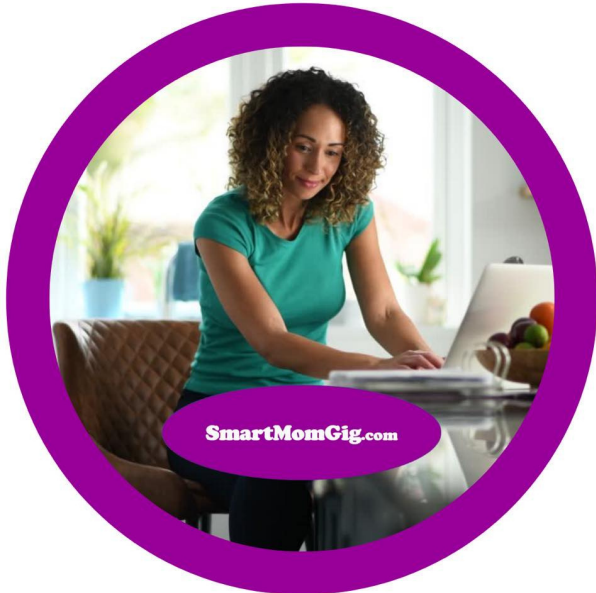# BEST PRACTICES FOR HIRING A VIRTUAL WORKFORCE

A Guide to Posting & Hiring for Success

what to know

Hey, there! Companies should definitely consider hiring freelancers for a variety of reasons. Freelancers offer a level of flexibility that can be very valuable to companies. They can be hired on a project basis or for specific periods of time, which can be helpful for businesses that have fluctuating workloads. Additionally, freelancers often have specialized skills or expertise that can be difficult to find in traditional employees. They bring a fresh perspective and can offer innovative solutions to problems. Also, they can be a cost-effective solution for companies, as they often do not require any overhead costs. Overall, there are many benefits to hiring freelancers and it's definitely worth considering for companies looking to expand their workforce while SAVING money.

who should

Anyone! From an entrepreneur who needs help cold calling, to companies expanding 100x. That's the best part. You get to pick the timing, scope, pay, and person who does the work. One time, or many.

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the benefits

There are several benefits to hiring freelancers for your business or project:

1. Flexibility: Freelancers can work on a project-by-project basis, allowing you to adjust your workforce to meet changing business needs.
2. Cost-Effective: Hiring freelancers can be cost-effective since you only pay for the work they do.
3. Expertise: They can offer unique insights and approaches to problems that may not be available in-house.
4. Faster Turnaround: Freelancers can often complete projects faster than full-time employees, since they don't have other work obligations and can focus solely on your project.
5. Access to a Bigger Talent Pool: This allows companies to find the best talent for their projects, regardless of location.

yay or nay?

Now you have enough information to know if hiring a freelancer is right for you. The question is...

how to hire? ①

Find a freelance platform you can trust. There are many out there, depending on your needs. Make sure they are credible and have a guarantee.

Also, you will know if they are worth their salt by who they charge the fee to. You are the person needing work. You should be the one paying. If they charge the freelancer too, then the worker may not get paid what they think they will. It should be FREE to post, with payment later in the process.

Are there additional fees for you or the worker? There shouldn't be!

Lastly, do you get to speak with the worker before or during the work? It's incredibly important to know!

②define project

Before you start looking for freelancers, it's important to have a clear understanding of what you need. This includes the scope of the project, the timeline, the budget, and the specific skills required.

When creating your job posting, be sure to include a detailed description of the project, the required skills and experience, the timeline, and the budget. This will help attract the right candidates and ensure that they have a clear understanding of what you're looking for.

If you are unsure, ASK FOR HELP. Most of these platforms have project managers available to help you get started and learn the system. It will feel uncomfortable at first but, after a few times, you will never want to go back to hiring full-time!

③ *candidates please*

Once you start receiving applications, it's important to evaluate candidates carefully. Look for candidates with the right skills and experience, and check their references and portfolio to make sure they have a track record of delivering high-quality work.

Conduct interviews: Once you've narrowed down your list of candidates, conduct interviews to get a better sense of their skills, communication style, and work ethic. You can do this via phone or video chat.

Make an offer: Once you've identified the right candidate, make an offer that includes the project scope, timeline, budget, and any other important details. Be sure to outline your expectations clearly, including deadlines and deliverables.

4 manage it

Once the freelancer starts working on the project, it's important to stay in communication and provide feedback along the way. This will help ensure that the project stays on track and meets your expectations.

Use the tools the freelance platform provides you. The messaging system, document upload/download, and other communications via the site are important. If there is ever an issue with the work or deliverables, the platform manager can easily support your claim.

5 complete it

Your work here is done! How did it go? What would you do differently, next time? Chances are it was marvelous. If not, then don't think twice about reaching out to the freelancer platform. Maybe there are some tips and tricks they could provide to make it easier the next go around.

Remember, hiring freelancers can be a great way to get specialized expertise, but it's important to take the time to find the right candidate and manage the project carefully, to ensure succese.

Some Additional Information...

- Sure, just like anything else, there are scams out there. But it's not hard to find credible freelance companies. Just do a quick search.

- If you think you might need more than one service (i.e. a virtual assistant and someone to help with social media or taxes) then look for a company that offers multiple services. That way you only have to manage one platform.

- If you are worried about safety and security online, make sure to get a US-based company, that hires vetted US workers only.

- What happens if the freelancer doesn't do what I want? Make sure to communicate clearly, upfront. Get everything in writing. And pick a company that has a guarantee. They will find someone else to do the work, or give you your money back.

- MOST IMPORTANTLY, give it a try. It's against our idea of "employment" and will take time to get used to. You WILL need to give up your desire to control everything. But as soon as you do... you will get work results, better, faster, and at less cost than you ever imagined!

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