



## **Bonus Report #5:** *How to Uncover a Truckload of Highly-Skilled Freelancers*

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## Introduction

You've thought about outsourcing all or part of your business. After you've evaluated your needs, your next step is to cast a wide net.

That is, you need to find the right freelancer for the job.

Listen, don't just post an ad and hire the first decent freelancer who comes along. Sure, that may be ok if you're using Fiverr.com and you're just looking for someone to do a one-time project, like editing a graphic. **But if you're looking for a freelancer with whom you can develop a longer relationship, then you're going to want to cast the wide net.**

You see, even a good freelancer who does great work for others may not be a good fit for you. You may have different business philosophies. You may have personality differences so that you don't work well together. Or maybe, for whatever reason, the two of you don't communicate well.

Point is, even a freelancer who comes highly recommended or otherwise has a stellar reputation may not be the right freelancer for you.

That's why you need to cast that wide net... not just to find a freelancer who does good work, but also one that fits nicely into your business.

Now, you already know about some of the methods of finding freelancers, such as posting on Elance.com or simply doing a search in Google for terms like "freelance writer" or "web designer." But since your goal is to develop a big list of prospective freelancers, you need a few more ways to uncover these freelancers.

Read on for seven more methods – *including some twists and tips you may not have thought of before...*

## Get Referrals from Freelancers

Sometimes you approach a freelancer who's too busy to take on your project. In that case, don't be afraid to ask for a referral.

Example: If your first-choice writer is too busy, ask: "Do you know of any other dependable, high-quality writers that I can contact for this project?"

At other times, you may ask an existing freelancer for recommendations for another type of freelancer.

Example: Perhaps you're working with a copywriter. You can ask this copywriter if he or she has any recommendations for a web designer.

Another time when it's ok to ask for a referral is if you ask a full-time freelancer for recommendations to hire another freelancer.

Example: Let's suppose you've been working with an article writer for the past year. Your business is growing, so you're getting set to double the number of articles produced each month. Your current writer can't handle the bigger workload, so you ask him or her for recommendations for another writer to share the workload.

**Important Note:** Just remember to only use this method if you not only have a good relationship with your existing freelancer, but also if you've given him all that he can handle. Otherwise, it's too easy to give the impression that you're looking for recommendations to "replace" your existing freelancer – and trust me, that won't go over too well!

## Ask for Referrals Offline

Do you know any local business owners – those that own brick and mortar stores?

If so, they may use freelancers to build their websites, do some of their online marketing and create content (from newsletters to ads to press releases). And they may be willing to share the names of their trusted freelancers.

However, take note: If a business owner has a trusted freelancer whom they employ pretty regularly – perhaps nearly full time – they may not be as inclined to share the name of this freelancer. That's because the more people who know about the freelancer, the busier the freelancer will get. Thus the business owner may be reluctant to share the name, simply out of fear that the freelancer will no longer have time for the business owner's projects.

That may or may not actually happen. But it's this possibility – this fear – that prevents the business owner from freely sharing the names of his best freelancers.

Now here's the thing: If a business owner fears losing a freelancer to other business owners (whether this fear is irrational or not), you can actually use this fear to your advantage.

How?

By offering to help the business owner "retain" the freelancer. Let me explain...

You see, a business owner knows that he needs to keep a freelancer busy, continuously, in order to retain that freelancer. If the freelancer isn't busy, he starts marketing himself. And once he starts marketing himself, the good freelancer's schedule starts filling up, perhaps several months in advance.

Now the business owner finds that the freelancer isn't always available. As such, a business owner who can't keep the freelancer busy is likely to eventually lose the freelancer.

The solution?

You help the business owner keep the freelancer busy.

Example: Let's suppose the business owner realizes that he's going to have two or three weeks where he has absolutely nothing for the freelancer to do. The business owner asks you if you have any projects that will take about two weeks or so. If so, and if the freelancer agrees to the arrangement, then everyone is happy:

- The business owner doesn't lose the freelancer to a dozen other business owners (which is bound to happen if the freelancer starts advertising openings).
- The freelancer gets a new client without having to spend any time or money advertising.
- And you get your work done by a highly recommended freelancer (which saves you time spent doing a lot of due diligence).

## Do Some Detective Work

This one is pretty simple – if you don't know a business owner (either online or offline) – but you like the work on their site, then you can do some detective work to find out who did the work.

In some cases, it's extremely obvious, especially when it comes to certain freelancers like web designers.

Example: Many web designers put their links at the bottom of the web pages they design. If not, try viewing the source of the HTML file, as sometimes designers will put their names in the source file.

Tip: In Internet Explorer, click on "View" and then click on "Source." You'll find similar navigation menus on all major browsers.

At other times, you may need to ask around.

Example: If you're a member of a popular forum – and you're asking about a popular niche marketer – you can say something like, "Does anyone know who wrote Joe Blow's sales copy? It's awesome."

You see, some freelancers have signature styles. So even if it's a bit of a secret as to who created the sales copy (or did some other work), those who're observant may still have some guesses as to who the mystery freelancer is. But even if they're wrong about which freelancer actually did it, they'll give you the names of some equally good freelancers.

## Network via Social Media

Are you on [Twitter.com](https://twitter.com)? How about [Facebook.com](https://facebook.com)? Or maybe [LinkedIn.com](https://linkedin.com) or [Ryze.com](https://ryze.com)?

If so, these are great places to look for freelancers.

All you have to do is send out a message to your network, asking them if they can recommend any competent freelancers.

You may discover that some of the people on your contact list are freelancers. In other cases, you may have friends of business contacts in your network who can recommend a freelancer that they've used in the past.

Tip: Take note that if you're using a social media site like Facebook.com, then you can probably find groups on the site that are devoted to freelancers.

Example: If you're looking for a writer, then search for "freelance writing" groups.

Generally, these groups are designed so that freelancers have a place to talk about their business and hone their craft. However, you can use it to uncover a few talented freelancers to hire.

## Use Offline Networking

The idea here is to attend conferences, meetings, mastermind groups, trade shows, seminars and similar events. Then you network at these events with the goal of finding new freelancers to hire.

Now, there are two approaches:

- 1. Seek out recommendations from business owners.** In this case, you can attend business-oriented meetings and network with other business owners. Examples include local business meetings (like a Chamber of Commerce meeting in the U.S.) or a weekend seminar about marketing.
- 2. Seek out freelancers directly.** In some cases, you'll find freelancers attending these same business-oriented meetings and conferences, since freelancers are business owners, too. However, you can also attend meetings and conferences where you know there will be a high percentage of freelancers.

Example #1: A weekend seminar that's aimed at helping ghostwriters market themselves.

Example #2: A trade show that showcases the newest web design technology.

In either case, the key here is to network.

Even if the person you're talking to may not be a freelancer nor have a direct connection to a freelancer, he may "know someone who knows someone." So spread the word that you're looking for a freelancer, and it's likely that you'll get a list of names and perhaps even a few freelancers directly approaching you.

Tip: The advantage of meeting a freelancer offline is that you can often accomplish more in a few minutes talking face-to-face than you would if you exchanged several emails. You can ask questions, get a feel for the person's personality, work ethic and business philosophy, as well as get a sense as to whether the two of you would work well together.

## Tap into Business Forums

If you're already a member of a business forum, then that's the best place for you to start. You may already know some of the freelancers who participate in the community, as savvy freelancers tend to congregate on business forums, since that's where their market congregates.

If you don't know any freelancers from forums, no problem – you probably know (and trust) another business owner on the forum who can provide you with a good recommendation. If nothing else, you can simply make a post on the forum asking for recommendations for a specific type of freelancer.

Tip: Also, run a search on the forum to uncover past threads where people asked the exact same question. If there are recent threads addressing the same topic – and if the threads are helpful -- then you needn't post your request, unless it's quite different from the past threads.

When you post your request, be sure to offer details and specifics. This means sharing what type of freelancer you're looking for and what kind of project you need completed.

Example: "I need a sales letter to promote my new dog training video guide." You should also mention other relevant details, especially your budget and your deadline.

You're going to get a lot of replies when you do this. Be sure to pay particular attention to those recommendations coming from the most-respected and well-established members of the forum (while giving lesser weight to those recommendations coming from people you don't recognize or those who're new to the forum).

Here are four communities for you to visit:

- <http://www.warriorforum.com> (lots of freelancers on this site)
- <http://www.wahm.com/forum/> (for work at home moms)
- <http://econnect.entrepreneur.com/> (more of a niche social network)
- <http://www.sitepoint.com/forums/> (another site with plenty of freelancers)

## Get the Word Out

We've talked about networking on social media sites, business forums and even at offline conferences and other events. But here's something many business owners overlook – be sure to talk to your friends and family members, too.

Granted, you'd know if your close friends and family members are freelancers. However, what you don't know is whether they have a friend or colleague who's a freelancer.

So spread the word that you're looking for a freelancer, and you might be surprised to see recommendations coming from within your own circle of friends and family!

Tip: You can get even more results if you ask your friends and family to post about it on their Facebook pages or other social media communities.

## Conclusion

There you go – seven proven ways to uncover a whole truckload of freelancers!

And best of all, several of these methods include getting referrals from trusted others, which means you save time since you don't have to do quite as much research or due diligence.

**So put these strategies into play today and just see how many freelancers you'll uncover in as little as a few days.** And do it now, because your perfect freelancer is just waiting for you to find him or her!