

Freelancing Success: Finding New Work Using Creative Marketing Techniques, Agencies, and More

May 19, 1998

Panelists:

- Peg Cheirrett (Moderator)
 - Founder & President, WASSER, Inc., a full-service TC company in Seattle, WA
- Gloria Reisman
 - Co-owner & Marketing Director of UserEdge, Inc., a TC consulting and placement company in NE
- Jim Desmond
 - Owner & President, Technical Standards, Inc., an employment agency in San Diego, CA

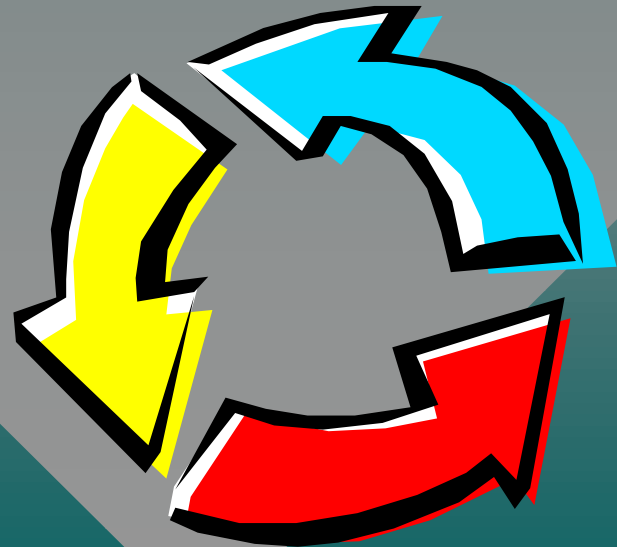
Panel Content

- Where Are the Jobs? Work Alternatives for Technical Communicators
- Freelancing Success: Marketing Yourself and Building Skills
- Why Use an Employment Agency?

Where Are the Jobs?
Work Alternatives for
Technical Communicators

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Peg Cheirrett
WASSER, Inc.,
a modis Company



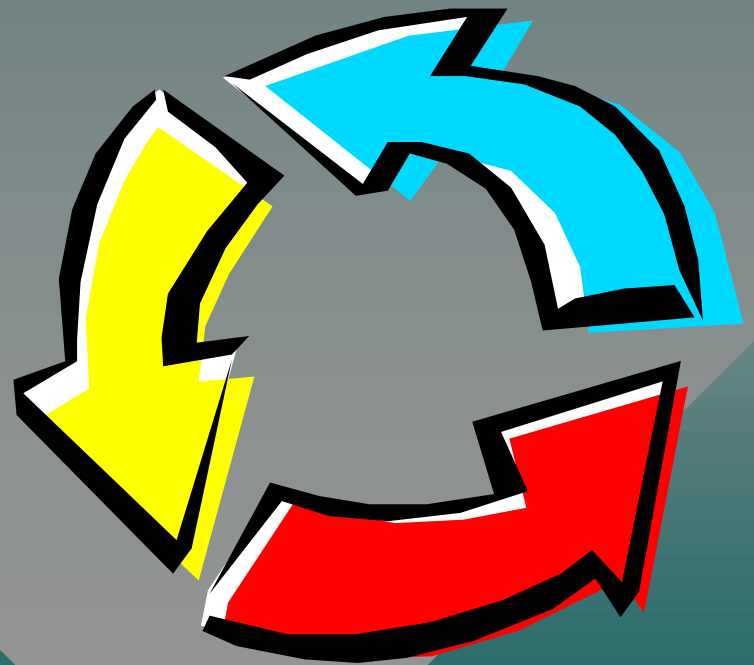
Where Are the Jobs? How Work Gets Done



- Core Workers
- Contract (Outsource) Vendors
- Flexible Labor Force

New Work Paradigm: A Work Portfolio

- Paid Work
 - Work for Hire
 - Work for a Fee
- “Home” Work
- Work of the Heart
- School Work



Where Are the Paid-Work Jobs?

- Employers
- Clients
- Contract Agencies
- Outsource Vendors

Working with Agencies or Outsource Vendors

- For Hire
 - As a Temporary Employee
- For a Fee
 - As an independent contractor
 - As a business owner/employer

As a Temporary Employee

- Status similar to full-time employee
- Hourly pay, time-and-a-half overtime (?)
- No responsibility for withholding taxes
- HR issues resolved by Agency/Vendor
- Benefits might include medical/life insurance, 401(k), vacation/holiday pay

As an Independent Contractor

- Status of independent business person (responsible for own tax accounting)
- Usually working off the client's site
- Not eligible for Agency/Vendor benefits
- Use Agency/Vendor to leverage marketing and stabilize income

Building Enduring Work Relationships

- What agencies and outsource vendors are looking for in technical communicators
- What technical communicators should be looking for in agencies and vendors

What Agencies and Vendors Are Looking For

- Specialized Expertise
- Marketable Skills
- Willingness to Learn
- Project Management Skills
- Flexibility
- Professionalism

What Technical Communicators Should Be Looking For

- Desirable Work Opportunities
- Opportunities to Develop Marketable Skills
- Sound Business Practices
- Benefits Plan
- Flexibility
- Professionalism

Enjoy Building a Portfolio of Work!



- Work for Hire
- Work for a Fee
- “Home” Work
- Work of the Heart
- School Work

Where Are the Jobs Resource List

- Books by Charles Handy about future and work trends:
 - *Age of Unreason*
 - *Age of Paradox*
- Articles about the rise of independent workers:
 - Kotkin, Joel and David Friedman, "Why Every Business Will Be Like Show Business." *Inc.*, (March, 1995), pp. 64-74.
 - Pink, Daniel, "Free Agent Nation," *Fast Company*. (December-January, 1997), pp. 131-170.
- Article about project management:
 - Greer, Michael, "Essential Skills for Today's 'Instant' Project Managers," *Performance Improvement*. (February, 1998), pp. 24-29.