

Freelance Success



Marketing

**How to use Employment Agencies
as your Marketing Department**

Jim Desmond

- **President of the San Diego STC Chapter**
- **President of Technical Standards, Inc.**
 - In business for over 4 years**
 - Over 2 million in sales 1997**
 - Approximately 40 people employed**
 - Training, Holidays, 401k, 1099s, Booth 107**
- **BS Electrical Engineering**
- **Pilot for Delta Airlines**

What I'm Going to Talk About



- **Why Use an Employment Service**
- **How they work**
- **What an Employment Service Provides**
- **How to use them to your advantage**
- **Your Resume**
- **W2 or 1099?**

Why Use an Employment Service?



Marketing

No Time to Market

Marketing is not your expertise

Companies haven't heard of you

Get your foot in the door of companies

How an Employment Service Works



- **Most do not charge a fee to the applicant**
- **Markup - 20% to 50% of job or hourly**
- **Works for both applicant and company**
- **Scan resumes into a database**

What an Employment Service Provides



- **Marketing**
- **Insurance**
- **Job Stability**
- **Timely Paycheck**
- **Prescreening and Notification**

Using them to your Advantage



- Use ones that specialize
- Get to know a recruiter
- Stay in contact - email, phone, fax
- Let them know your availability
- Send updates of your resume often

Your Resume



- **Types of Documents You Have Written**
- **Tools you can use - Software**
- **All specialty backgrounds**
- **Keywords, Keywords, Keywords**

W2 or 1099?



- **1099 = Tax write-offs**
- **W2 = Taxes Withheld**
- **IRS - 21 vague and ambiguous guidelines**

Freelance Success



- **Use all the Marketing Tools available**
- **Use Agencies that Specialize**
- **Keywords on your Resume**
- **Set yourself up as a 1099 Business**