

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

Gloria Reisman, Jim Desmond, and Peg Cheirrett

This panel consists of three papers that bring different perspectives to the subject of what behaviors and strategies contribute to the freelance technical communicator's success.

WHERE ARE THE JOBS? WORK ALTERNATIVES FOR TECHNICAL COMMUNICATORS

Peg Cheirrett

There have never been more options for technical communicators to ply their trade and make a good living. Today, in addition to working as company employees, we are thriving as temporary employees, independent contractors and owners of temporary agencies and outsourcing companies. Consequently, temporary employment, independent contracting, and the management of technical communication businesses have become a way of life for many technical communicators. What are the success factors that contribute to long-term, mutually-beneficial relationships between temporary employees, independent contractors, agencies and outsourcing companies?

FREELANCING SUCCESS: MARKETING YOURSELF AND BUILDING SKILLS

Gloria Reisman

It is not enough to have great technical skills and a solid portfolio to be a successful freelance technical writer. There are many other important ingredients required to build and maintain a freelance business. By knowing your expertise, setting goals, honing your "soft" skills, keeping abreast of the technical skills companies seek, and applying creative marketing, you can achieve success as a freelancer.

HOW TO USE AN EMPLOYMENT SERVICE FOR A NEW JOB OR CONTRACT WORK

Jim Desmond

Today's marketing advantage is specialization. To focus on a specialty is one of the many challenges a freelance writer must face. You must balance the amount of time spent on marketing, versus focusing on existing projects. To gain more time to focus on your specialty, use employment agencies as a marketing resource. Send your resume to two to three agencies to increase your opportunities. Use the time formerly spent marketing to increase your income by working on the additional contracts the agencies send you. To help your agencies, your resume should include keywords representing the documents written, software used, and your background or expertise.