

The Added Value of Freelance Support

Your business has grown to the point where you can now delegate specific tasks (such as bookkeeping, recruiting, or marketing). But you don't really need a full-time employee. Hiring a freelancer for a specified project or scope of work, on a part-time basis, is the answer.

And while that freelancer will be able to manage the assigned task, you might also want to avail yourself of the additional benefits that a seasoned professional can contribute. The freelance labor force includes many accomplished and highly experienced professionals who have chosen to leave the full time workplace for a variety of reasons, but who wish to use their skills and talents on a part-time or project basis. Why not benefit from their broad expertise and experience?

First, of course, you must establish a good working relationship with a freelancer, focusing on the specific scope of work for which you have engaged them. You should be happy with their work and feel comfortable having them involved in your business.

Once the freelancer is handling the scope of work intended for him or her, you might delve deeper into the person's resume and skill sets. Get to know their work history and professional strengths. Then, depending on their field of expertise, you might want to explore any additional insights, strategies, procedures, or technologies that they might be able to contribute to streamline your operation.

Of course, expanding the freelancer's scope of work from a task-specific to a broader consulting role might require renegotiating the contract terms, but you might be surprised to see how cost-effective this enhanced relationship can be. After all, they've already gotten up to speed on your business model, goals, and work style. It's an easy next step to get some expert advice drawn from analogous business experiences, if not from companies in direct competition with you.

Engaging a freelancer for a specific task can provide unexpected benefits beyond filling your immediate business need. There's a world of expertise out there waiting to be tapped! Go for it!



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