



HI, WE'RE  
**ID Lance**

2024

## THE FREELANCER'S HANDBOOK



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# ABOUT IDLance

“We're all about supportin' freelance instructional designers and those who need them - in all kindsa ways!”

IDLance was founded in 2020 by Co-Head Honchos, Dr. Parker Grant and Andrea Dottling. We're not just your average agency or vendor - we're a vibrant community of freelance instructional designers, or as we like to call them, "IDLancers!"

When you become part of the IDLance community, you'll get the opportunity to work on exciting projects with super cool clients. We take immense pride in matching each project with the perfect IDLancer, ensuring that both the client and freelancer receive the personalized support they deserve.



We're on a mission to empower instructional design freelancers and help them kickstart their very own successful businesses! That's why we're here to support you every step of the way. We offer down-to-earth coaching and resources, making sure you have everything you need not just to succeed but to thrive in your freelancing career. Plus, we try to have a lot of fun along the way, never taking ourselves too seriously.

When you work as an IDLancer, you're not just an individual freelancer. You become part of something bigger. Our clients know that they're not just tapping into your expertise, but they're also gaining the support of an entire organization. We're all about providing whole-hearted support, always putting the success of our IDLancers and clients front and center.

# MEET OUR Co-Head Honchos



## **PARKER A. GRANT, PH.D.**

Parker A. Grant, Ph.D. is an instructional designer, eLearning developer, cartoonist, and learning consultant in the L&D community. He worked for a Fortune 50 company for over 21 years as an engineer, trainer, instructional designer, and training manager before starting his own consulting biz in 2008. He earned his M.S. in Educational Technology and a Ph.D. in Adult Learning with a specialization in mental models and concept mapping. Stuff he digs: drawing, running on the trails, traveling, golfing, spending time with family and friends. He was once a magician. No, really.

## **ANDREA DOTTLING, M.E.D.**

Andrea Dottling, M.Ed. is a writer, instructional designer, technologist, consultant, drummer, artist, and reformed stand-up comedian. Obsessed with/working in instructional design since 2015. Parker gave Andrea her first freelance instructional design gig (ever!). BA from NYU in History, Education & Dramatic Lit (lolz), MA in Media Studies from The New School, and M.Ed. in Learning & Tech from Western Governors University. Stuff she digs: Lifetime movies, drawing, Momming, Indian take-out leftovers, and sparkling wine. She's also an SME on the TV series "Law and Order: Criminal Intent."





# ABOUT OUR IDLancers

At IDLance, we are proud to have a thriving community of 800+ freelance instructional designers on our team. IDLancers are the backbone of our agency, and we value them immensely. They are talented, funny, warm, hard-working, and committed to delivering exceptional work.

As an Agency+, we believe in investing in the careers of our IDLancers, which is why we offer a range of resources to help you grow and develop your freelance career. This includes The IDLancer Certification Program, free resources and newsletters, a podcast, webinars, and hands-on mentoring.

Our commitment to our IDLancers extends beyond their professional development. We foster a supportive and collaborative environment where instructional designers can connect, share ideas, blow off steam, and support one another. We believe that by building a strong community, we can better serve both our freelancers and clients.

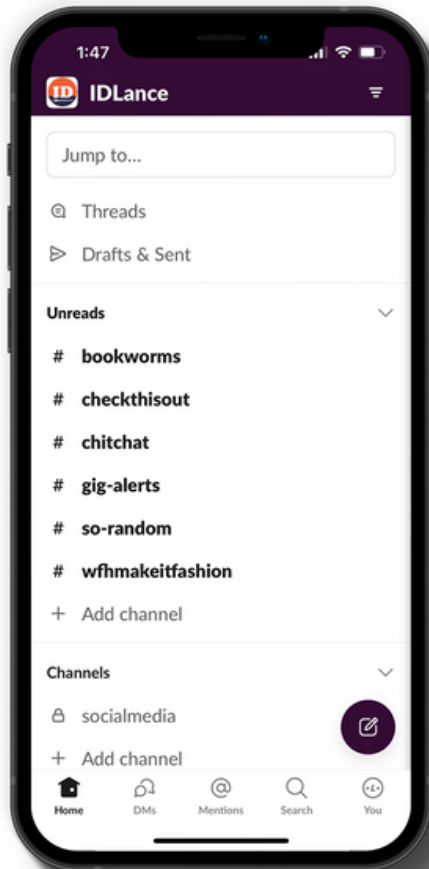
At IDLance, we believe that connections are at the heart of everything we do. We understand that the power of connection lies in our ability to learn, grow, and innovate together. By fostering meaningful and collaborative connections with our IDLancers, clients, and learners alike, we can achieve remarkable results together.



## Ask an IDLancer

A few of our many talented IDLancers, from top to bottom: Craig McMichael, Kortney Ross, Farhan Quasem, and Dr. Blair Stamper

# ABOUT OUR Slack Community



Looking for exciting gigs with amazing clients? Look no further than IDLance's free Slack community!

Our regular gig alerts give you first dibs on exclusive, super-cool opportunities with even cooler clients. You might even land a gig from a fellow Slacker who needs a helping hand. It's all about building connections and making friends from the comfort of your couch because let's be real, working from home can be isolating. Our community is cool, empathetic, and right at your fingertips.

Being an instructional design freelancer can be stressful at times. That's why we encourage you to cut loose, go on a rant, or simply have some giggles with us.

Our Slack community is a safe space where you can share your thoughts, get recommendations for movies and TV shows, and enjoy the camaraderie of like-minded professionals. We understand the need for a little fun and relaxation amidst all the deadlines and client demands.

Where else can you instantly access a group of experienced professionals who are not only willing but eager to lend a helping hand? Whether you have a highly specific question, find yourself stuck in a rut, or encounter technical issues, our community is here to support you. We'll put our noggins together to find a solution or give you some advice.

Going solo as an instructional design freelancer may seem tempting, but we believe that having a network of cheerleaders can propel you toward your goals faster and better. Plus, you can even test out that stand-up material you've been working on with a captive audience of supportive peers! They literally can't leave!



**Join Now**

# THE IDLANCER Certification Program



The IDLancer Certification Program is a free program, designed in collaboration with the hiring platform Teamed, to help our IDLancers enhance their business skills, client skills, and instructional design skills. The three-month program is broken down into three distinct phases, each focused on developing a specific skill set.

During the first phase, you'll brush up on your business acumen skills such as marketing, pricing strategies, and proposal writing. The second phase focuses on client relations, including communication, project management, and collaboration. Finally, the third phase is dedicated to instructional design fundamentals, with a focus on learning design, eLearning development, and content creation.

By completing The IDLancer Certification Program, you establish yourself as a top professional in your field, are able to design and develop custom learning solutions, and are also adept at achieving business objectives.

Our program is designed to be flexible and accessible, allowing you to work at your own pace and on your own schedule. With ongoing support from facilitators and IDLance Co-Head Honchos Andrea Dottling and Dr. Parker Grant, IDLancers can feel confident in their ability to take on any project and deliver exceptional results.

We are proud to provide our community with the tools, resources, and support they need to excel in their careers. For clients, this means that they can feel confident in their choice to work with an IDLancer, knowing that they are partnering with a talented and dedicated professional who has undergone training and is committed to continuous learning and improvement.



**Learn More**



## ABOUT OUR Podcast

Check out our podcast, "Between Two Lances!" Join Co-Head Honchos, Andrea Dottling and Dr. Parker Grant, as they chat with freelance instructional designers, friends, fellow IDLancers, and other interesting human beings about all things instructional design and freelancedom.

You can also catch a bunch of different podcasts we've appeared on--all by clicking the button below!



**Listen Now**

## ABOUT OUR Book

We wrote "Ditch Your Cubicle, Not Your Life: Become a Freelance Instructional Designer in 7 Months" for instructional designers who are ready to ditch their 9-5 grinds and start their own freelance business!

Learn how to transition from the cubicle to freelancedom in as little as 7 months! You'll get a breakdown of each month along with what moves you should be making to prepare for your big exit.



**Learn More**







## ABOUT OUR Webinars

Welcome to "Out to Lunch," IDLance's official "lunch and learn" style webinar series, hosted by Dr. Parker Grant and Andrea Dottling!

Designed to fuel your brain and feed your appetite for L&D insights, this series was designed with both Learning and Development professionals and ID freelancers in mind, but heck-- anyone can come! This series is free and available on-demand on our website!



**Watch Now**

## ABOUT OUR Library

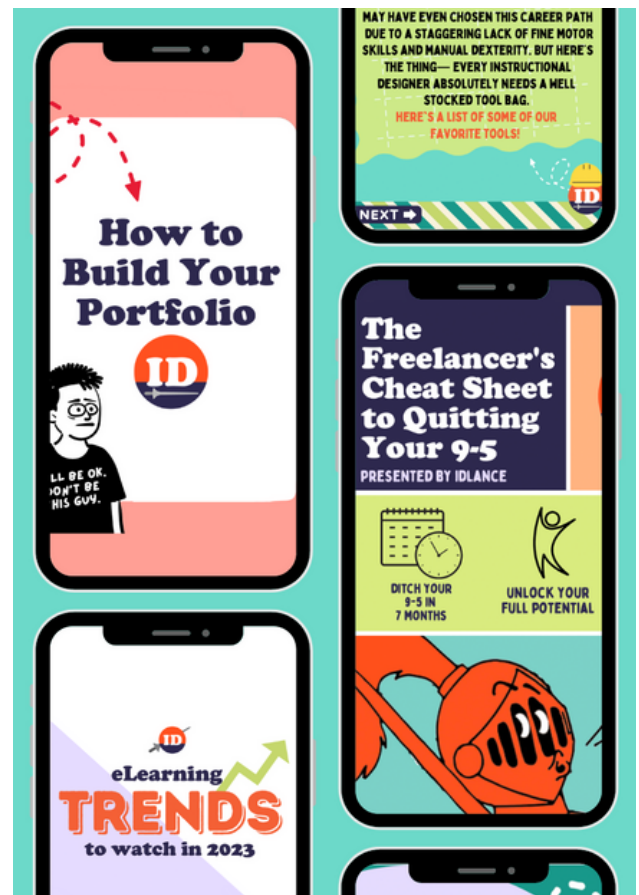
Free tools, right at your fingertips.

Here you'll find some of our best goodies, including checklists, templates, cheat sheets, and calculators--all designed to help you take your Instructional Design career to the next level! Did we mention that it's totally free? It is. For real.

Browse our collection of free resources by clicking the button below!



**Browse Now**





## ABOUT OUR **Blog**

Our blog is updated regularly and definitely not written by a dog.

We keep this blog to provide ID freelancers, L&D enthusiasts, and eLearning entrepreneurs informed (and hopefully entertained) on what's happening in our industry.

Plus, it's pretty funny. If you're looking for useful information but also tons of 90s pop culture references-- we recommend it!



**Read Now**

## ABOUT OUR **Talent Pool**

Are you ready to showcase your talents and open doors to exciting opportunities? Look no further than our Talent Pool page!

Submit your resume today and join our esteemed community of freelancers. By being part of our Talent Pool, you'll be considered for future gigs and have the chance to work with cool clients across various industries. NO DIVING!



**Learn More**



# ABOUT OUR Clients

Joining the IDLance community opens up a world of exciting opportunities with cool clients in the Government, Medicine, Higher Ed, Corporate, and Non-Profit sectors. At IDLance, we take pride in catering to clients of all sizes and industries, and we understand that each client has unique needs, goals, and challenges.

When you become an IDLancer, you'll be part of a diverse and talented community of freelance instructional designers. This means you'll have the chance to work on a wide range of projects that require different expertise and skills.

We carefully match our clients with the perfect IDLancer for each gig, ensuring that they receive the highest quality work that exceeds their expectations.

But here's the best part - we've got your back throughout the entire project journey. We understand that instructional design projects can sometimes be complex, so we're always here to offer support, guidance, and assistance whenever our IDLancers need it.

We're all about building strong relationships with our clients. We take the time to understand their needs and goals, allowing us to provide personalized solutions that perfectly align with their unique requirements. Plus, we foster open communication and collaboration, ensuring a seamless working experience that leads to high-end, innovative results.

Join our community of talented IDLancers and unlock a world of opportunities that will elevate your freelance career to new heights!



# WHAT'S IN IT For IDLance?

Joining the IDLancer Community is absolutely free. There are no charges or hidden fees involved. We believe in providing a supportive and enriching environment for freelancers from all backgrounds and walks of life.

As an IDLancer, you'll gain access to a wealth of exclusive benefits. Not only do we offer top-notch resources, training, and mentoring without any cost, but we also go the extra mile to ensure you receive the guidance you need to thrive in your freelance career. Our team is dedicated to supporting you every step of the way, helping you hone your skills, and providing valuable insights to elevate your expertise.

IDLance shares in the revenue for placing freelance instructional design contractors with clients. Through our collaborative efforts, we generate opportunities for both you and our clients to achieve success. We facilitate a fair arrangement where you receive compensation for the exceptional value you bring to the table, creating a mutually beneficial partnership.

So, think of it as an exclusive placement opportunity coupled with an abundance of free stuff. You get to showcase your skills, work on exciting projects, and receive compensation for your exceptional contributions. It's a win-win situation for everyone involved!





# OUR Commitments

## ♥ A Little TLC

As a company, we are passionate about putting the TLC back into business. We believe that empathy, kindness, and a little bit of goofiness can go a long way in creating a positive and supportive work environment. We bring this philosophy to all aspects of IDLance, from our interactions with clients to our relationships with our IDLancers. Our commitment to TLC means that we prioritize empathy, open communication, and a supportive culture in everything we do.

## ♥ Accessibility and Inclusion

Accessibility is a key commitment we hold dear. We are committed to eliminating barriers to participation and providing equal opportunities for freelance instructional designers from all walks of life. Different perspectives and experiences bring unique insights to the table. That's why we welcome individuals of all backgrounds to our team, regardless of their gender expression, ethnicity, religion, age, sexual orientation, disability, or economic status.

## ♥ Continuous Learning

We are committed to continuous learning and professional development for both ourselves and our IDLancers. We believe that staying up-to-date with the latest ID trends, methodologies, and technologies is crucial to providing the highest quality services to our clients. That's why we encourage our IDLancers to continue learning and offer resources and support to help them stay at the forefront of the industry.

## ♥ No Jerks

At IDLance, we take our "no jerks" policy very seriously. We've painstakingly curated a community of talented freelancers who are not only masters of their craft but also not jerks. We firmly believe that life is too short to work with jerks. We've had enough of those condescending know-it-alls, the perpetually negative naysayers, and the chronic complainers. No, thank you! Leave your jerkish tendencies at the door, and let's create a supportive and enjoyable environment where everyone can thrive and have a good laugh. No jerks. We're serious.

## A Hot Dog is Not a Sandwich

'Nuff said.

# HOW TO STAY In Touch

Visit Our Website:

[Visit Now](#)

Connect on LinkedIn:

[Connect Now](#)

Follow Us on the Socials:

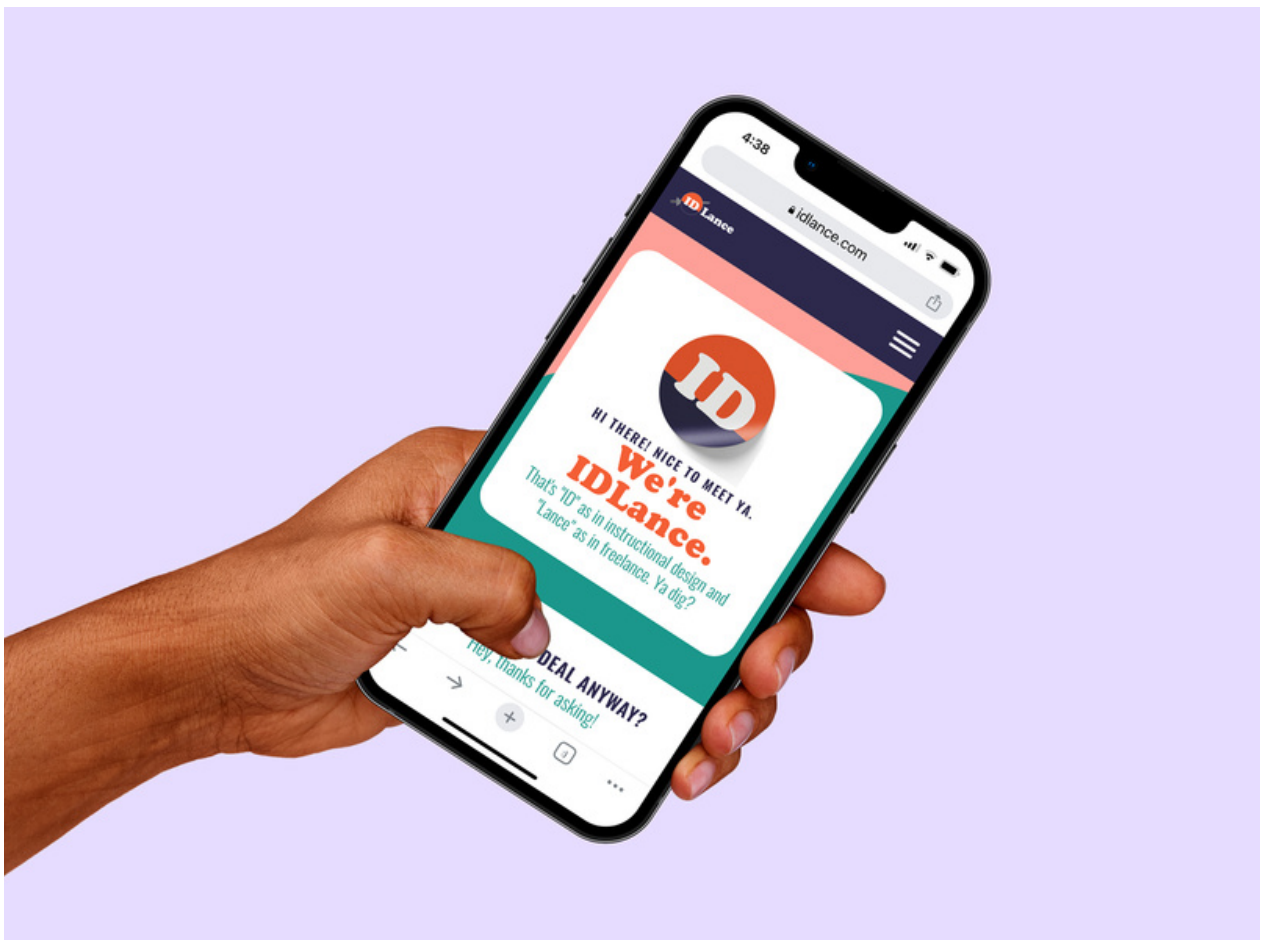


Join Our Slack Community:

[Join Now](#)

Contact Us:

[Contact Us](#)





# Thanks!