

IDLance

How to Become a **Hirable** Freelancer

with Allie York

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Development at IDLance



Who am I to be up here, talkin' about this?

I work for 4 learning agencies (and yes, I have active projects with all of them currently!)

I've been a full-time freelancer for over 2 years, and I've been freelancing for over 3.5 years.

I hire subcontractors on behalf of IDLance and my own business: York & Yours

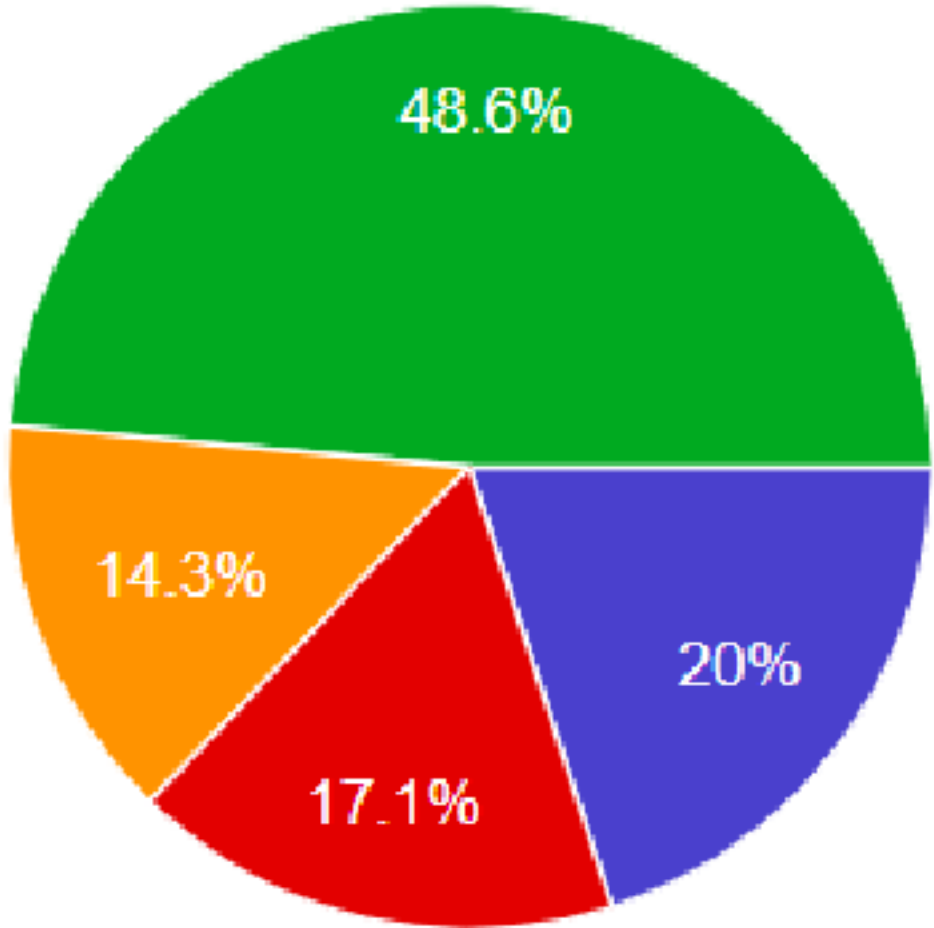
I'm an instructional designer, developer, and e-learning project and program manager.

I am currently managing about 16 people in some capacity.

I'm not an expert - I'm excited to learn from YOU!

What's your biggest hurdle when it comes to finding gigs?

35 responses



- Lack of opportunities
- I don't have a strong portfolio
- My communication skills need some help.
- I don't know where to look!

Scenario: Think Like a Boss

Let's say you have to delegate your biggest, most important project to another ID. Your job depends on them doing their part well, because YOUR NAME is attached to it.

What skills and behaviors are you looking for in this ID?

Time availability, previous work experience together

Self-starter

Follow-through, critical thinking, adaptability

Attention to detail, flexibility, willingness to learn

Not afraid to ask clarifying questions

Someone who has experience with the skills and tools that are needed for the role.

Proficiency with the development tools

Attention to detail and meeting deadlines

dependability

Great communication

Reliability, and the ability to step-up when required.

Organized and meets deadlines, asks questions when they are unsure about things.

Previous experience that shows their skills.

Excellent writing skills

Someone you can work with - personality.

History of cross-functional collaboration

Problem solving and growth mindset

Strategic thinking.

Accountability - following through, turning things in on time, paying attention to the overall timeline

Technical expertise - knowing how to build, or asking clarification questions that shows you have some idea how to solve.

Scenario: Think Like a Boss

Let's say you have to delegate your biggest, most important project to another ID. Your job depends on them doing their part well, because YOUR NAME is attached to it.
How do you find someone with these skills?

recommendations
from network group

Various ID
groups on
Facebook and
LinkedIn

Put a post on
LinkedIn and
sift through
1000
applications.
Lol

IDLance
community
gig alerts
channel
wuuuutttt

Ask
around in
my
network

Pull from your
community of
IDs you may
know.

Ask my
network

Referrals

Agency?

Ask for a
recommendation

LinkedIn Network
recommendations

Referrals

**ABH =
Always Be
Hustlin'**

Your Questions

What do you do when it feels like they are looking for someone to be everything but you really are just an ID not a graphic designer, project manager, etc?

How do you showcase work you've done if that work is proprietary or just generally inaccessible to others/outsideers?

How do I get started? Upwork is not effective, it's full of scams.

I am a part of ID Lance, but can't figure out how to get work through the community.

How to find requests for proposals; not sure I'm looking in the best places.

How do I get my foot in the door? Once in, I shine. Where do I find opportunities? I'm sending out tons of resumes but not getting any hits.

I would like some guidance regarding what should be included in a strong portfolio and where can I look for freelance opportunities apart from Upwork.

my client assets/work products that I'm most proud of are ones I cannot share in a portfolio, it's been a challenge because I was able to use their expensive tools to make them, things I can't do on my own due to lack of access. what is the solution?

I am working on building my portfolio and would love any tips about portfolio presentation in general.

Best way to reach out to elearning agencies; pros and cons of working for eLearning agency vs. direct to clients

Best ways to get involved with government contract opportunities?

The bane of my existence is updating my LinkedIn profile, and from there, keeping it curated and targeted so that it can be used as a tool, instead of a distraction, especially for those of us who love getting to know people. I feel it's no longer the resourceful tool it once was). However, I know it is a necessary evil.

My questions are:

- As a freelancer, how much weight should we put into LinkedIn, when portfolios allow for more creativity to show who we are?

- Suggestions on a service that will 1) update a LinkedIn profile and 2) manage it? Like a social media manager.