



YOUR ULTIMATE

FREELANCE STARTER KIT

HOW TO MAKE MONEY ON THE SIDE
(WHILE YOU WORK 9-5)



BRAVE NEW WORLD:

THE RISE OF THE FLEXI-GLOBAL WORKFORCE

Dear Future Freelancer,

As more and more millennials enter the working world, the workplace of today is increasingly characterised by the demand for more flexibility.

This need comes from a prioritisation of lifestyle development over traditional career advancement, and is evidenced in trends such as coworking spaces, remote job listings and telecommuting.

This disruption has been labelled many things - the sharing economy, gig economy or on-demand economy - but, regardless of what it's called, the rise of the independent worker cannot be ignored.

Now, you might not be 100% ready to throw caution to the wind, quit your day job, and go it alone.

That's okay.

But: most of us are always **ready to earn a little more than we're currently earning** - and you'd be missing out if you remained blind to the smorgasbord of moonlighting opportunities this generation of freelancers has opened up for all of us.

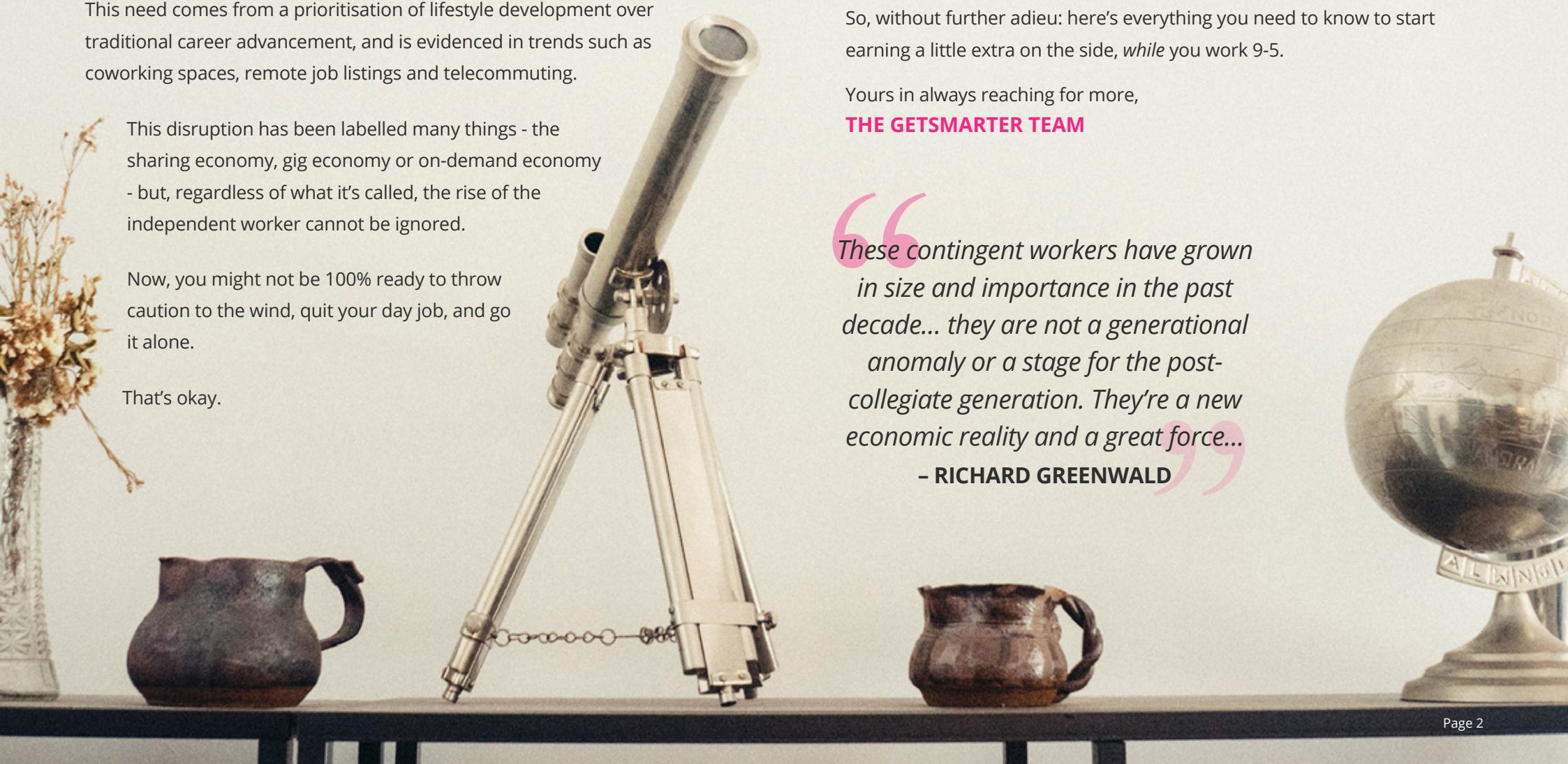
So, without further adieu: here's everything you need to know to start earning a little extra on the side, *while* you work 9-5.

Yours in always reaching for more,

THE GETSMARTER TEAM

“These contingent workers have grown in size and importance in the past decade... they are not a generational anomaly or a stage for the post-collegiate generation. They're a new economic reality and a great force...”

- RICHARD GREENWALD



PART 1

TRENDS SUMMARY: SIDE-GIG STATS TO INSPIRE YOU TO TAKE THE LEAP

A recent whitepaper from Quest Staffing Solutions provides some fascinating insight into the multiple-jobs trend and the factors currently affecting employment in South Africa and beyond. Their research reveals that “there is a notable global trend, especially in developed countries, of people taking on multiple jobs.” **Flip the page to find out more.**





QUEST EMBARKED ON THIS RESEARCH TO IDENTIFY WHETHER SOUTH AFRICANS ARE WORKING MULTIPLE JOBS AND IDENTIFY

possible future trends in this regard. As a result of their survey, conducted online:



80% of respondents admitted that they would consider

AN ADDITIONAL JOB

while only about **4%** currently work more than one job.

33,7%

21,4%

19,1%

QUEST'S RESEARCH FOUND

participants would choose to work multiple jobs in order to gain more/different skills and experience **(33.7%)**, save extra money for the future **(21.4%)** and meet regular household expenses **(19.1%)**. In line with South Africa's reputation of lacking a culture of saving,

42%

NOTED THAT THEY HAVE

NO FORMAL RETIREMENT

PROVISION IN PLACE.

85%

ALSO HIGHLIGHTED THAT

NOT HAVING ENOUGH MONEY

to retire was their greatest concern about retirement – primarily due to a fear of inflation.

21.4%

noted that taking on an additional job would enable them to

SAVE EXTRA MONEY

FOR THE FUTURE.

For South Africans, choosing to increase their workload would be an ends to meet their need to gain additional skills and experience, plan for retirement, and enable them to afford day-to-day living costs.





PART 2

YOU'VE GOT THIS:


HOW TO MATCH YOUR MINDSET TO YOUR MULTI-CAREER PATH

To freelance successfully, you'll need to build a holistic skill set that you constantly keep relevant and leverage as you move from one opportunity to another. So, which skills - both soft and technical - should you acquire in order to get ahead of the gig-economy game?

6 MUST-HAVE SOFT SKILLS WHEN SEEKING A SIDE GIG



1. TIME-MANAGEMENT

Take on freelance work with confidence by implementing these **5 tips for better time-management into your daily routine.** 



2. MOTIVATION

Stay inspired by asking yourself these **7 thought-provoking questions to help you regain your focus.**



3. COMMUNICATION

This vital skill is what will set you apart in any workplace. Firstly, ensure you **never forget anyone's name,** and then work these **4 effective communication habits into your conversations.**



4. NEGOTIATION

Ensure you earn what you deserve with whatever side gig you take on. Apply these **5 steps for a successful salary negotiation** to your role and put aside your fear to ask for more.



5. FLEXIBILITY

In order to maximise your ability to be flexible, you need to ditch your employee mindset. Here are **8 ways to start thinking like an entrepreneur.**



6. PRIORITISATION

Be prepared for those last-minute job requests by ensuring you avoid spending time on the wrong things. Follow these **2 steps for mastering your to-don't list.**

THE 9 MOST MARKETABLE SKILLS FOR MOONLIGHTERS IN 2016

Here's a round-up of the most in-demand side-gig skill sets you can use to stand out in the job market and successfully start supplementing your income.

1 HTML, CSS, JAVASCRIPT

WHAT?

The 3 main coding languages used to create websites.

UPSKILL YOURSELF:

The UCT Web Design online short course (10 weeks)

2 GRAPHIC DESIGN

WHAT?

The art of laying out both traditional and online images, text, and media.

UPSKILL YOURSELF:

The UCT Graphic Design online short course (10 weeks)

*Talk is cheap.
Show me the code.*

– LINUS TORVALDS
Creator of the Linux kernel

3 DIGITAL PHOTOGRAPHY AND PHOTOSHOP

WHAT?

In an increasingly visual marketplace, a picture truly does say 1,000 words.

UPSKILL YOURSELF:

The UCT Digital Photography online short course (10 weeks);

PHLearn free photoshop tutorials (5-10 minute videos)

4 ACCOUNTING AND BOOKKEEPING

WHAT?

Billing and inventory management, bank statements and accounts, and financial reporting.

UPSKILL YOURSELF:

The UCT Bookkeeping online short course (9 weeks);

The UCT Accounting online short course (9 weeks);

The UCT Basics of Financial Management online short course (9 weeks);

The UCT Payroll and Tax Administration online short course (6 weeks)

5 WRITING AND CONTENT CREATION

WHAT?

In the words of Seth Godin, *"Content Marketing is the only marketing that's left."*

UPSKILL YOURSELF:

The UCT Copywriting for Online Marketing online short course (6 weeks);

The UCT Copyediting online short course (10 weeks);

The UCT Feature Writing online short course (9 weeks)



6 SEARCH ENGINE OPTIMISATION (SEO)

WHAT?

Nobody goes to the second page of Google's search results - which is why businesses will pay top dollar for someone who knows how to optimise for search.

UPSKILL YOURSELF:

The UCT Search Engine Optimisation online short course (10 weeks)

7 USER EXPERIENCE DESIGN (UX)

WHAT?

In a world where you've got about two seconds to impress a potential customer online, consultants who can assess and improve the usability of your site are in high demand.

UPSKILL YOURSELF:

The UCT User Experience Design online short course (10 weeks)

“Design can be a competitive advantage. If you've got a company that has a great look-and-feel to their site, they're easy to use and make things extremely simple for users, then they're going to win out over a competitor who doesn't have the same usability.”

– MATEO BUENO

Category Director at freelance and contract marketplace Upwork



8 DIGITAL MARKETING AND SOCIAL MEDIA

WHAT?

If you love using your spare time to interact and engage with people online, there's a world of opportunity waiting for you in digital marketing and social media spheres.

UPSKILL YOURSELF:

The UCT Digital Marketing online short course (10 weeks);

The UCT Social Media online short course (9 weeks)

9 LEGAL CONSULTING

WHAT?

Organisations across all sectors need to stay on the right side of the law to stay in business.

UPSKILL YOURSELF:

The UCT Commercial and Contract Law online short course (9 weeks);

The UCT Practical Labour Law online short course (8 weeks);

The UCT Compliance Management online short course (9 weeks)



PART 3

HOW TO HIT THE GROUND RUNNING: TACKLING TWO OF THE TRICKIEST HURDLES SO YOU CAN START MAKING MONEY ON THE SIDE

Once you're confident you possess both the hard and soft skills needed to successfully launch your side-gig, it's time to put yourself out there. This chapter focuses on (a) where to go looking for part-time work, and (b) how to figure out what to charge for it.

6 WEBSITES THAT'LL SET YOU UP WITH A SIDE GIG

Thanks to the internet, the world of freelance work truly is your oyster. Get started with this list of virtual locations for remote job-seekers today. Note: there are plenty more sites like these out there - don't be shy to ask Google to guide you in the right direction!

FREELANCER.COM

While the free subscription only lets you bid on 8 jobs/month, they more than make up for it with the sheer size and quality of their listings database.

WORKINGNOMADS.COM

A curated list of remote jobs, for the modern working nomad: with a strong focus on development and design jobs, this beautifully designed website boasts some of the best remote job listings on the market.

STAFF.COM

Geared towards companies looking for both full and part-time workers across a range of industries, this site lets you set up a detailed profile as a potential employee and apply for jobs from there, or wait until the site's recruiters match you up with potential employers.

WEWORKREMOTELY.COM

Hiring categories include everything from programming and design to marketing and customer support.

VIRTUALVOCATIONS.COM

Run by an entirely remote team, Virtual Vocations offers "hand-screened telecommuting jobs leads that offer real pay for real work."

SKIPTHEDRIVE.COM

This easy-to-use site not only has one of the broadest job category lists, but also a handy list of the best telecommuting companies across the globe.

HOW TO WORK OUT WHAT YOUR TIME IS WORTH

Figuring out what you should be charging for freelance work is never easy. Your worth depends on a variety of factors, not least of which is your level of skill, expertise and experience.

However, when you're first getting started with earning on the side, there is one foolproof formula you can use to dictate your freelance fee.

		160		
[Your current full-time salary]	÷	[How many hours you work/month]	=	[Your hourly rate*]

**Naturally, there are a number of other factors to consider - but this should give you a good starting point.*

OVER AND ABOVE HOW MUCH YOU CURRENTLY EARN PER HOUR, YOU MAY WANT TO WORK THE FOLLOWING CONSIDERATIONS INTO YOUR NEGOTIATIONS, ON A CASE-BY-CASE BASIS:

- 1

SCOPE OF THE PROJECT:
Particularly when you first start out, be sure to use a time tracker such as myhours.com to monitor time spent. You'll soon start gaining an accurate estimate of how many hours various tasks take you to complete, which will help you provide clients with an accurate costing upfront.
- 2

COMPLEXITY OF THE WORK INVOLVED:
If you're designing a website, for example, your client is likely to change their mind about certain features or increase the complexity of the site's components as you move through the review stages of the project. Don't forget to factor these kinds of challenges into your overall quote.
- 3

ADDITIONAL SERVICES:
Let's say you're a Content Writer who happens to know a thing or two about search engine optimisation - don't neglect to mention this on your job profiles and offer it as an add-on when you engage with your clients.



Ready to market yourself as a moonlighter?

Master the skills you need to make money on the side with an online short course
from some of the world's leading universities.

BROWSE SHORT COURSE PORTFOLIO